SURVEYS OF CONSUMER

J 7475-1 U A

MONITORING ECONOMIC CHANGE PROGRAM

Institute for Social Research

TABLES AND CHARTS

DECEMBER 1980

The December 1980 survey is the 125th in a longitudinal series of surveys of consumer attitudes conducted during the last 30 years. The purpose of these surveys is to assess change in consumer attitudes and expectations, and to understand why these changes occur and how they affect consumer behavior . This type of information is essential for forcasting changes in discretionary spending and saving decisions.

Two charts are presented for most questions . One highlights recent changes in the quarterly observations for all families and for high income families . The second chart gives historical data using quarterly results.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

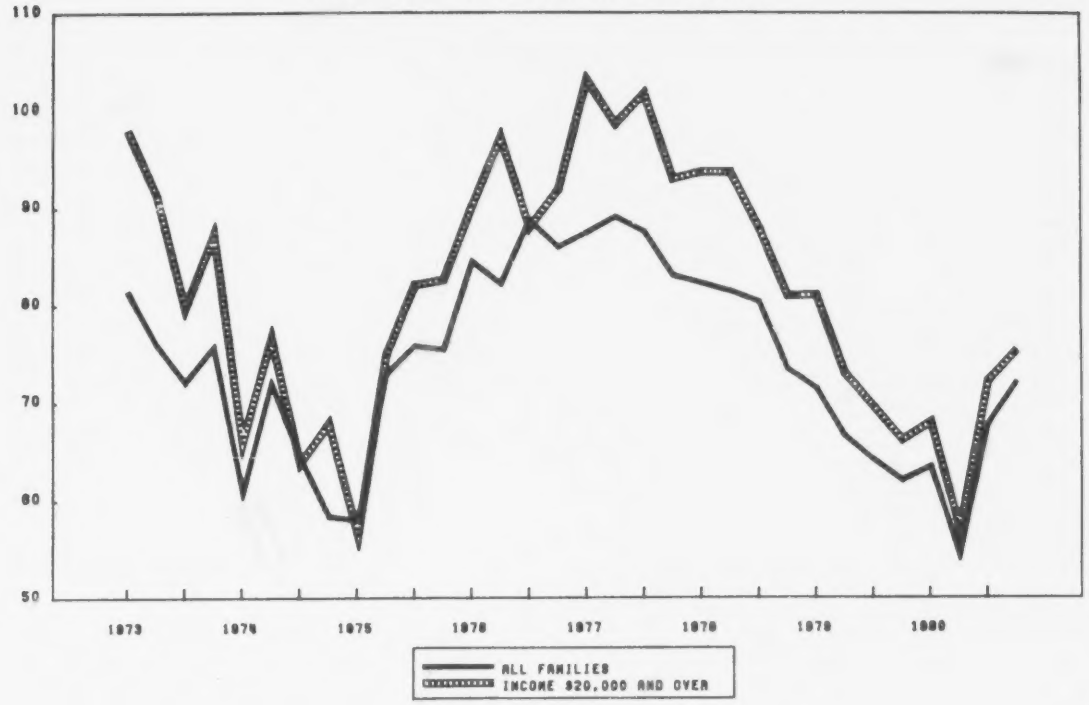

CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

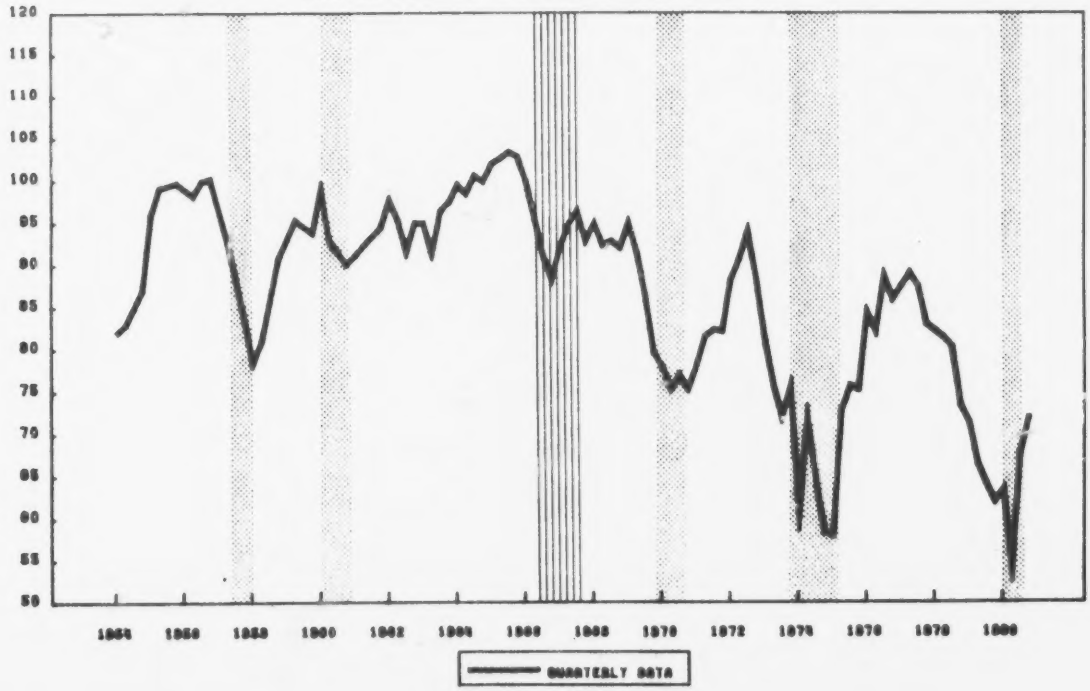

TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
July-Sep. 1973	71.9	79.7	
Oct.-Dec. 1973	75.8	87.3	
Jan.-Mar. 1974	62.0	66.0	
Apr.-June 1974	72.1	76.6	
July-Sep. 1974	64.6	63.9	
Oct.-Dec. 1974	58.3	67.9	
Jan.-Mar. 1975	58.3	56.5	
Apr.-June 1975	72.8	74.9	
July-Sep. 1975	76.0	82.1	
Oct.-Dec. 1975	75.3	82.6	
Jan.-Mar. 1976	84.6	90.2	
Apr.-June 1976	83.3	97.2	
July-Sep. 1976	88.9	88.0	
Oct.-Dec. 1976	86.0	91.8	
Jan.-Mar. 1977	87.5	103.1	
Apr.-June 1977	89.8	98.6	
July-Sep. 1977	87.6	101.7	
Oct.-Dec. 1977	83.1	94.0	95.5
Jan.-Mar. 1978	82.3	93.7	96.2
Apr.-June 1978	81.5	91.4	92.5
July-Sep. 1978	80.4	88.0	88.3
Oct.-Dec. 1978	73.5	81.0	83.0
Jan.-Mar. 1979	71.5	81.1	81.7
Apr.-June 1979	66.6	73.0	75.5
July-Sep. 1979	63.9	69.6	71.2
Oct.-Dec. 1979	62.1	66.7	69.5
Jan.-Mar. 1980	63.5	68.0	69.6
Apr.-June 1980	54.4	57.0	58.1
July-Sep. 1980	67.8	72.2	73.3 *
Oct.-Dec. 1980	72.1	75.3	78.3

* NOTE: JULY-SEP. 1980 FIGURES ARE REVISED FOR $20,000+ INCOME GROUPS ON ALL TABLES

CHART 2B

THE INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

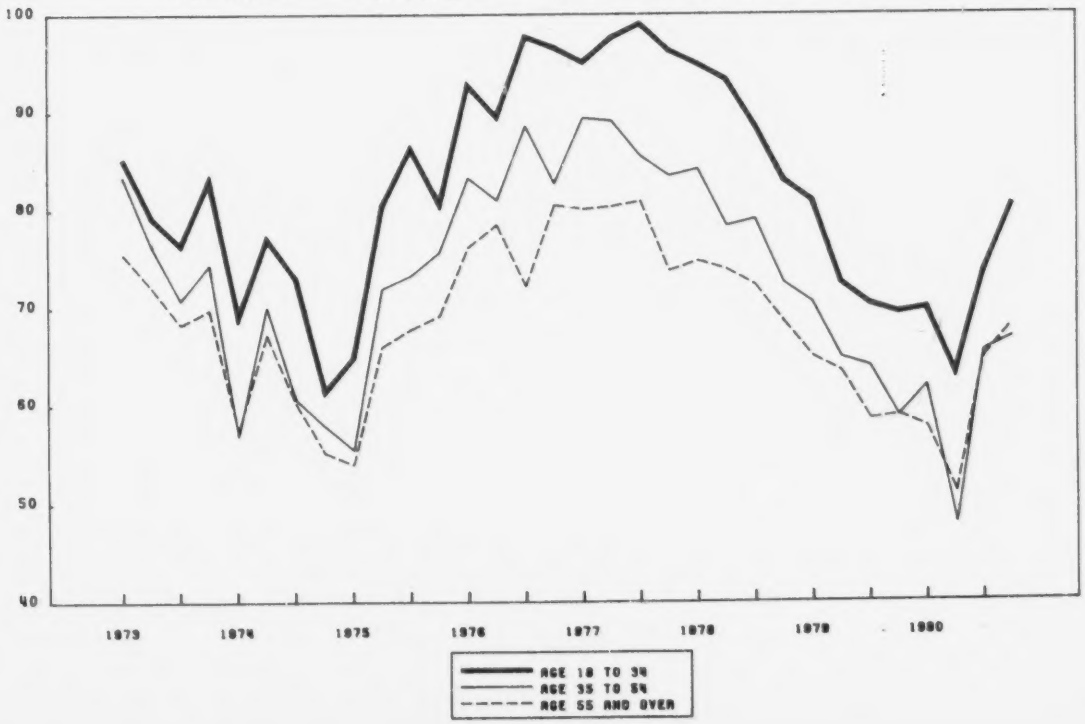

TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
July-Sep. 1973	68.1	76.0	71.1	71.1	76.4	70.4	68.1
Oct.-Dec. 1973	70.9	79.7	77.1	74.0	83.1	74.3	68.3
Jan.-Mar. 1974	53.2	65.6	65.4	64.9	69.9	58.0	58.3
Apr.-June 1974	65.2	76.4	73.9	71.6	77.1	70.1	67.2
July-Sep. 1974	61.5	66.0	65.9	64.4	73.0	60.6	60.2
Oct.-Dec. 1974	54.0	61.5	57.8	59.4	66.0	58.5	55.2
Jan.-Mar. 1975	54.8	61.5	57.8	58.2	64.9	55.5	54.0
Apr.-June 1975	68.7	72.6	74.5	75.6	80.4	72.0	66.0
July-Sep. 1975	70.6	80.8	75.2	75.6	86.3	73.3	67.8
Oct.-Dec. 1975	68.2	81.3	74.9	74.7	80.6	75.6	69.3
Jan.-Mar. 1976	76.9	86.2	85.9	86.7	92.7	83.0	76.1
Apr.-June 1976	76.9	86.3	84.1	84.5	90.0	82.6	76.3
July-Sep. 1976	83.6	85.0	94.8	87.7	97.1	88.3	80.8
Oct.-Dec. 1976	80.8	90.1	85.6	88.5	96.6	82.7	80.5
Jan.-Mar. 1977	85.2	87.7	89.3	87.2	95.1	89.4	80.1
Apr.-June 1977	90.9	88.2	90.9	88.8	98.2	89.8	81.1
July-Sep. 1977	84.7	87.6	87.2	91.0	99.3	85.5	80.9
Oct.-Dec. 1977	83.4	80.0	83.1	87.2	96.3	83.5	73.8
Jan.-Mar. 1978	81.9	81.4	80.9	85.8	95.0	81.9	73.6
Apr.-June 1978	79.6	80.7	81.8	84.4	92.9	78.1	73.6
July-Sep. 1978	81.4	78.8	78.9	84.3	88.9	79.8	73.1
Oct.-Dec. 1978	71.3	72.9	74.0	77.0	81.6	71.3	67.8
Jan.-Mar. 1979	69.0	74.5	70.3	71.8	80.5	70.0	64.7
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.7	64.3	70.3	72.1	73.5	65.4	64.7
Oct.-Dec. 1980	69.7	68.8	75.2	73.2	80.5	66.8	68.1

TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
July-Sep. 1973	93	106	76	66	127	85.8	63.0
Oct.-Dec. 1973	106	116	78	69	124	90.0	66.6
Jan.-Mar. 1974	88	99	45	46	122	82.1	49.1
Apr.-June 1974	101	113	75	65	116	84.9	63.9
July-Sep. 1974	85	102	63	60	108	75.6	57.5
Oct.-Dec. 1974	84	98	45	53	96	70.6	50.4
Jan.-Mar. 1975	80	103	45	48	100	70.9	50.2
Apr.-June 1975	87	118	92	66	111	77.7	69.7
July-Sep. 1975	93	109	97	76	120	83.4	71.2
Oct.-Dec. 1975	97	119	94	64	116	83.4	70.0
Jan.-Mar. 1976	103	125	119	80	128	89.9	81.2
Apr.-June 1976	103	119	119	78	126	89.1	79.5
July-Sep. 1976	104	119	127	92	139	94.8	85.1
Oct.-Dec. 1976	96	115	117	105	129	87.8	84.8
Jan.-Mar. 1977	99	120	116	97	141	93.5	83.6
Apr.-June 1977	109	117	121	94	148	99.8	83.4
July-Sep. 1977	108	116	116	86	148	99.5	80.0
Oct.-Dec. 1977	107	107	104	85	139	96.0	74.7
Jan.-Mar. 1978	104	110	102	82	140	94.9	74.1
Apr.-June 1978	105	108	98	74	147	98.2	70.7
July-Sep. 1978	106	111	94	70	144	97.2	69.6
Oct.-Dec. 1978	99	102	79	66	132	90.2	62.8
Jan.-Mar. 1979	98	99	68	61	138	92.2	58.1
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.4	60.3
Oct.-Dec. 1980	83	109	81	83	113	77.0	68.9

(1) : SEE TABLE 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

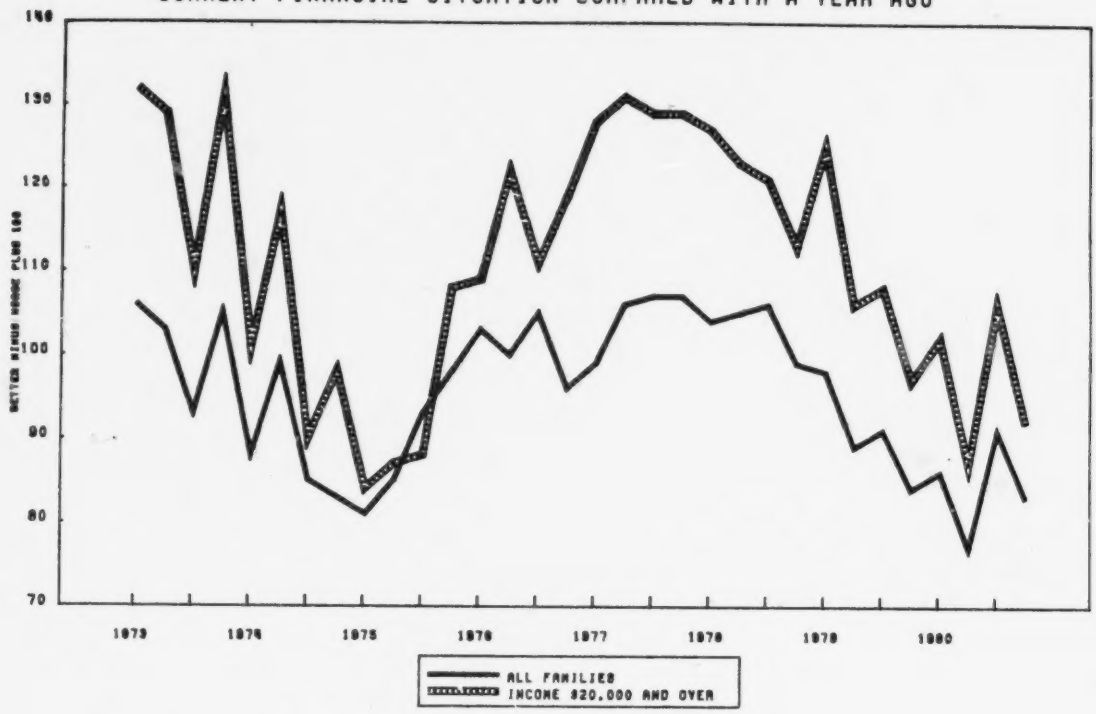

CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

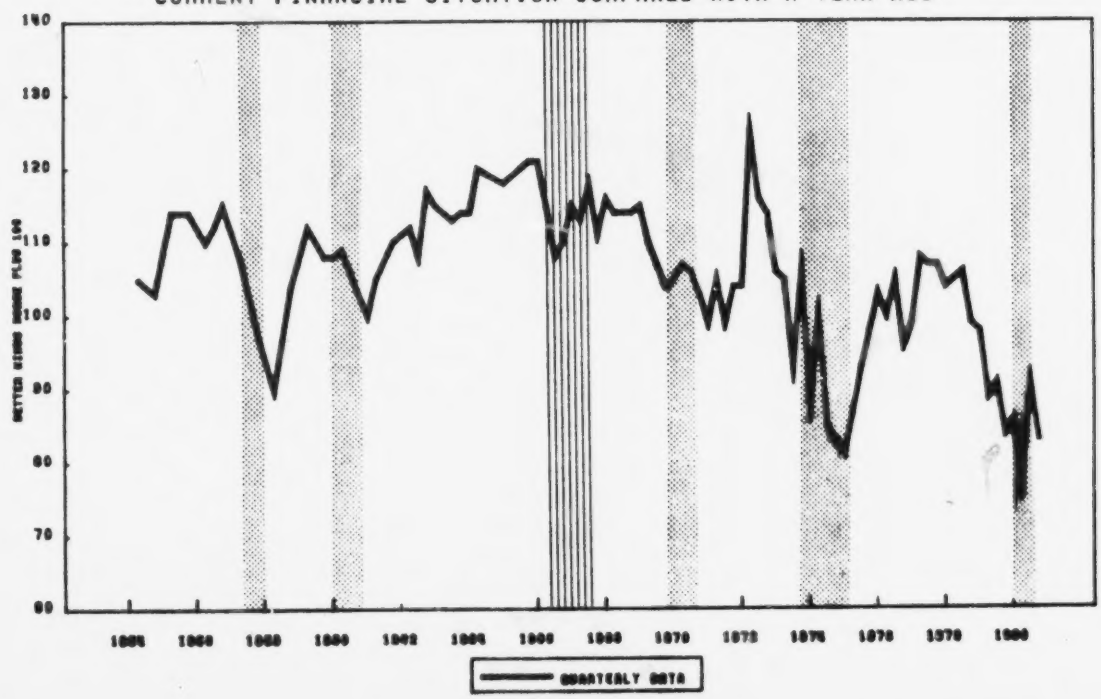

TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
BETTER OFF	36%	34%	38%	37%	35%	35%	32%	31%	28%	29%	25%	31%	28%
SAME	34	34	29	30	29	28	25	28	26	27	26	27	27
WORSE OFF	29	31	32	32	35	37	42	40	45	44	48	40	44
DK,NA	1	1	1	1	1	*	1	1	1	*	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	49%	50%	47%	47%	43%	50%	40%	41%	36%	39%	31%	38%	34%
SAME	31	28	29	27	27	25	25	26	25	24	25	29	23
WORSE OFF	20	22	24	26	29	25	35	33	39	37	44	32	42
DK,NA	*	*	*	*	1	*	*	*	*	*	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	32%	29%	32%	35%	33%	31%	31%	30%	29%	30%	25%	31%	28%
WORSE OFF THAN YEAR AGO:													
Income is lower	12	15	14	12	13	13	11	12	14	14	16	16	15
Higher prices	27	23	29	32	32	35	45	44	46	44	42	37	42
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	52%	46%	46%	49%	44%	51%	45%	43%	41%	44%	35%	43%	37%
WORSE OFF THAN YEAR AGO:													
Income is lower	9	10	10	7	9	8	8	9	10	11	13	12	12
Higher prices	24	23	29	33	33	32	45	41	45	42	42	33	43

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

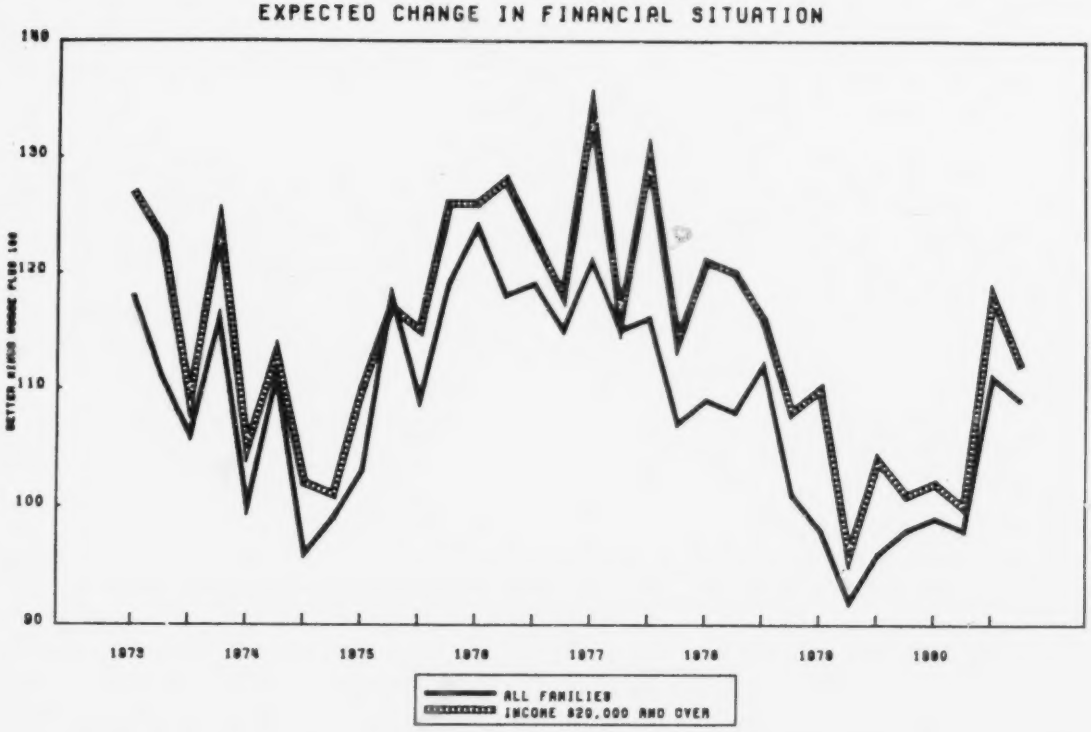

CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

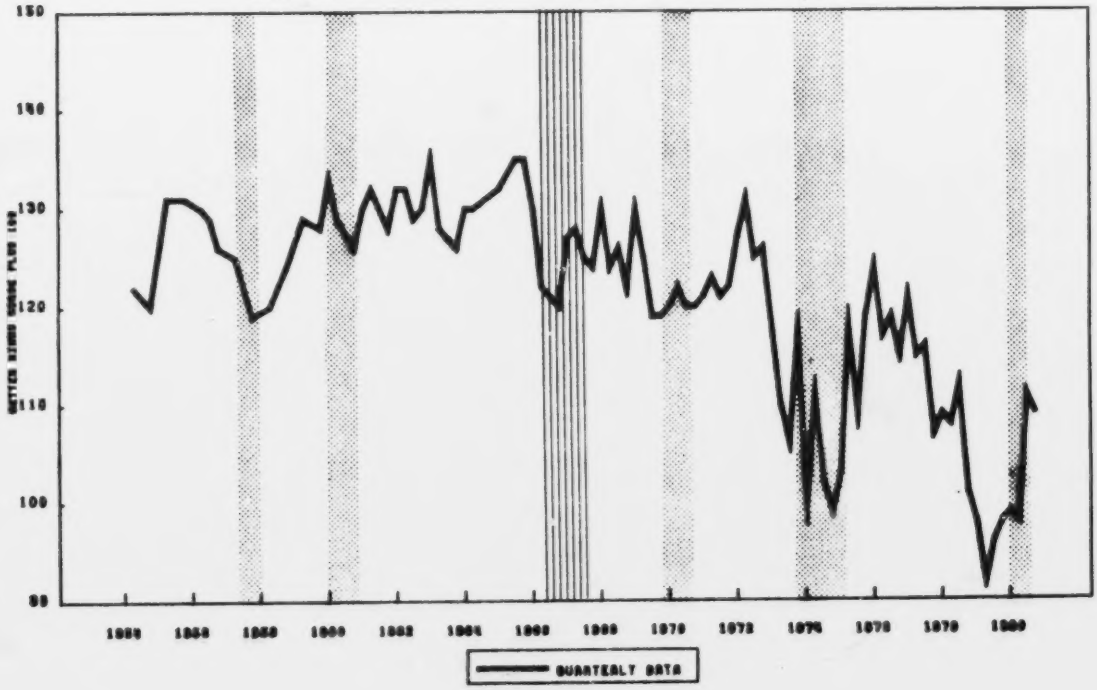

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
BETTER OFF	23%	27%	28%	28%	24%	23%	21%	23%	23%	24%	26%	30%	28%
SAME	55	50	49	51	46	48	47	48	48	46	43	47	46
WORSE OFF	16	18	20	17	23	25	29	26	26	25	28	19	20
DK,NA	6	5	3	4	7	4	3	3	3	5	3	4	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	28%	34%	37%	34%	30%	30%	25%	27%	26%	25%	26%	35%	32%
SAME	57	50	45	46	45	49	45	48	49	50	46	47	46
WORSE OFF	14	14	17	18	22	20	29	23	24	23	26	16	19
DK,NA	1	2	1	2	3	1	1	2	1	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

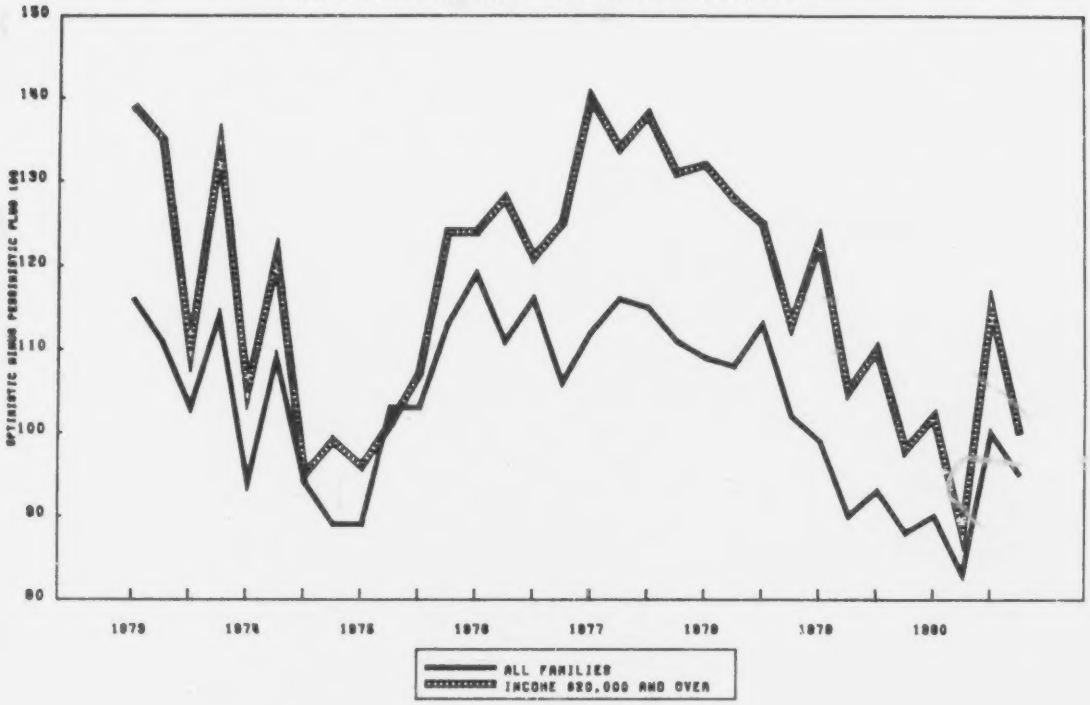

CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

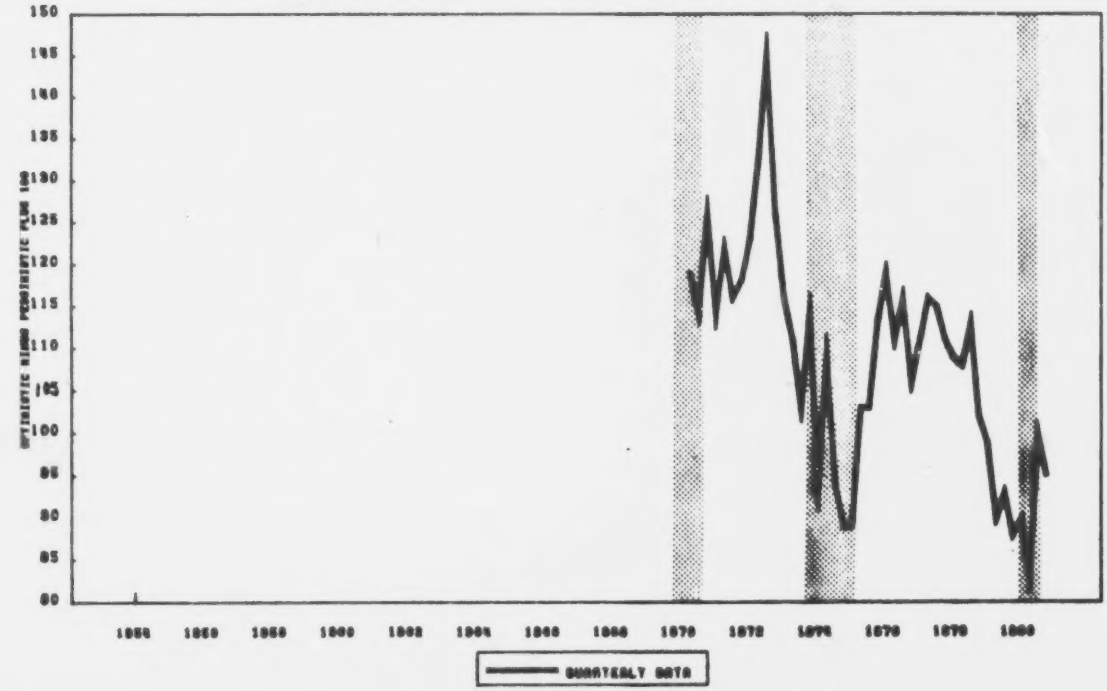

TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	14%	14%	16%	16%	14%	14%	11%	12%	11%	12%	10%	13%	11%
Intermittant increase (b)	23	24	22	25	20	20	20	20	18	19	16	20	19
Remain unchanged (c)	24	19	18	18	17	17	15	16	15	14	13	15	14
Intermittant decline (d)	16	19	19	18	19	20	22	22	24	24	26	22	24
Continuous decline (e)	10	10	11	10	13	15	19	16	18	16	17	10	12
Mixed change (f)	7	9	11	8	10	9	9	11	11	11	15	15	14
DK,NA	6	5	3	5	7	5	4	3	3	4	3	5	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	21%	21%	24%	23%	20%	22%	16%	16%	13%	15%	12%	16%	15%
Intermittant increase (b)	29	31	27	27	24	27	24	26	21	21	17	25	21
Remain unchanged (c)	24	17	16	16	14	15	13	15	15	14	13	16	10
Intermittant decline (d)	10	13	16	13	19	15	19	18	23	22	27	19	25
Continuous decline (e)	9	7	8	12	11	11	16	13	14	14	14	7	11
Mixed change (f)	6	9	8	8	8	8	11	10	12	12	15	15	14
DK,NA	1	2	1	1	4	2	1	2	2	2	2	2	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	7%	5%	8%	5%	5%	6%	5%	5%	5%	6%	5%	6%	7%
5%	8	7	9	10	9	10	7	7	8	8	7	9	8
6-9%	10	9	13	11	10	14	15	17	14	14	13	14	12
10-24%	15	13	16	18	14	16	18	19	19	20	24	20	23
25% or more	6	5	8	8	7	7	8	6	6	9	7	5	7
DK how much up	9	12	9	10	11	9	8	8	8	7	8	10	9
EXPECT SAME	34	33	25	26	31	25	26	27	28	24	23	21	22
EXPECT DOWN	7	11	7	9	9	10	9	8	8	10	11	13	9
DK,NA	4	5	5	3	4	3	4	3	4	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
EXPECT INCREASE:													
1-4%	7%	8%	7%	5%	5%	7%	6%	4%	5%	6%	4%	6%	6%
5%	12	10	11	14	10	12	8	9	9	8	10	9	9
6-9%	17	14	16	17	17	22	22	18	22	20	20	19	18
10-24%	25	25	29	27	18	27	23	29	28	26	29	28	29
25% or more	6	6	5	5	9	5	8	8	8	8	6	5	7
DK how much up	5	10	9	5	12	7	6	9	5	6	4	6	7
EXPECT SAME	20	16	16	19	21	13	18	15	17	17	15	12	13
EXPECT DOWN	6	9	7	8	7	6	8	7	5	8	12	13	10
DK,NA	2	2	*	*	1	1	1	1	1	1	*	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP DURING THE LAST YEAR

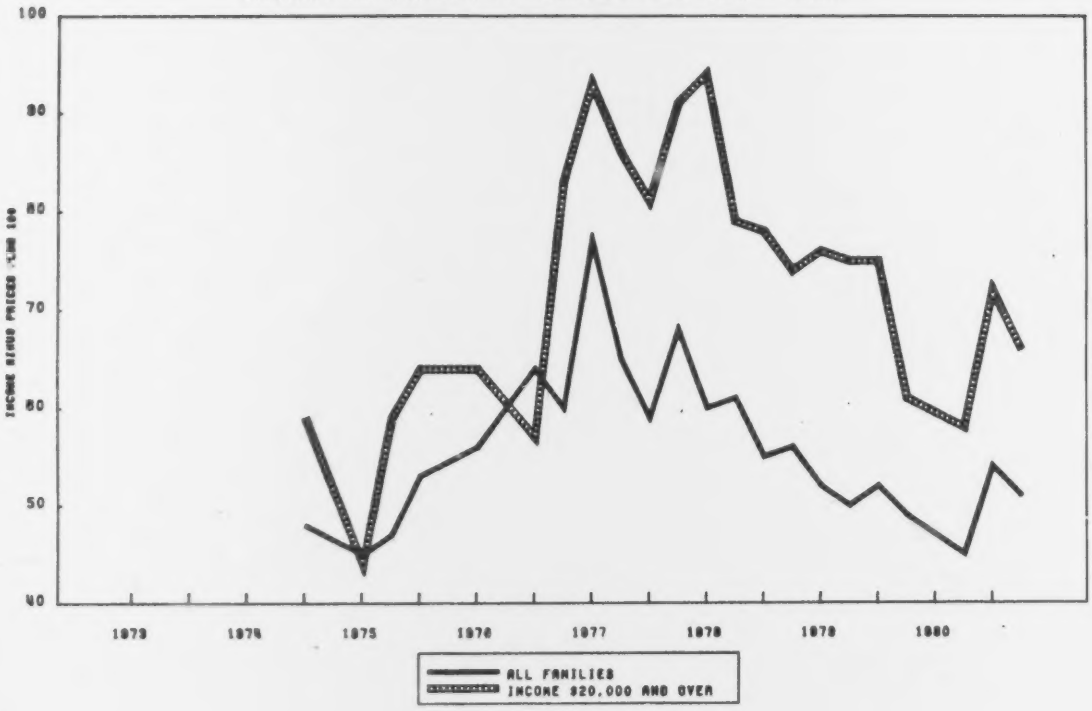

TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
INCOME UP MORE	16%	13%	15%	13%	11%	11%	11%	12%	12%	13%	10%	12%	12%
INCOME UP SAME	34	31	27	29	31	27	25	25	23	27	23	28	26
PRICES UP MORE	48	53	54	56	55	59	61	61	63	59	65	59	60
DK,NA	2	3	4	2	3	3	3	2	2	1	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	28%	27%	22%	21%	18%	22%	22%	22%	16%	17%	16%	20%	16%
INCOME UP SAME	37	40	34	36	37	30	30	31	28	34	27	31	32
PRICES UP MORE	35	33	43	43	44	46	47	47	55	48	57	48	51
DK,NA	*	*	1	*	1	2	1	*	1	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES

INCOME OR PRICES UP DURING THE NEXT YEAR

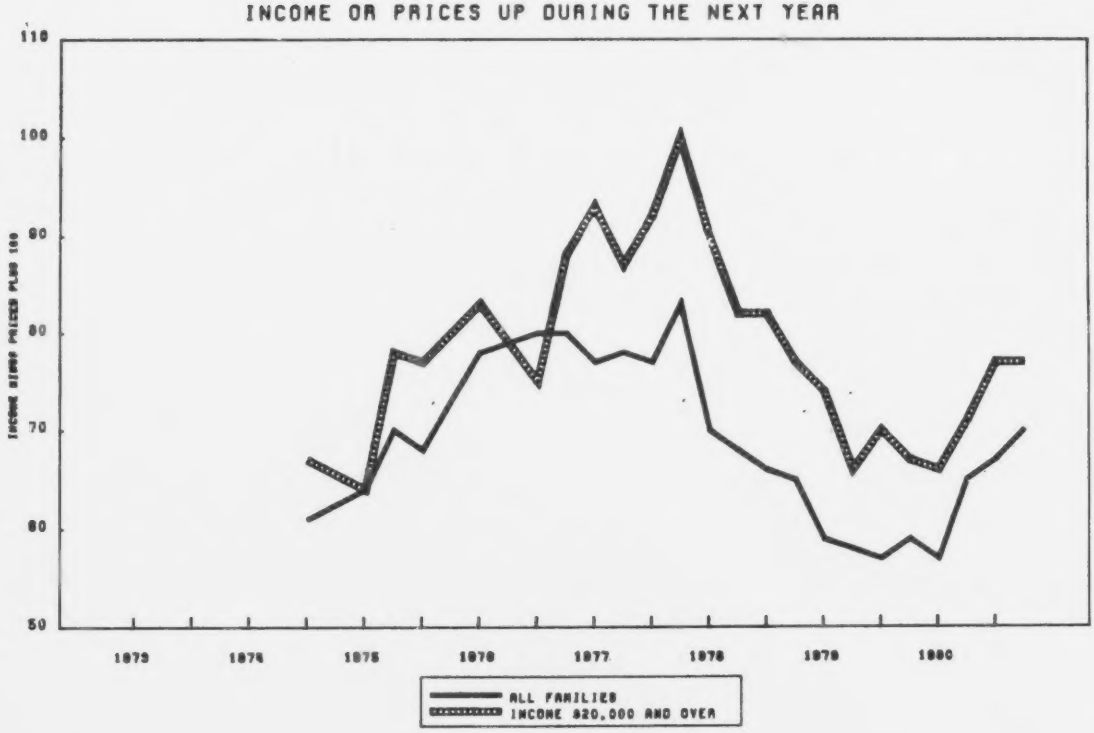

TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
INCOME UP MORE	15%	12%	12%	11%	11%	10%	10%	11%	10%	10%	13%	12%	14%
INCOME UP SAME	46	42	39	39	37	35	33	33	35	34	37	39	40
PRICES UP MORE	33	42	44	47	47	51	52	52	51	53	47	45	43
DK,NA	6	4	5	3	5	4	5	4	4	3	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	27%	20%	19%	21%	17%	18%	15%	16%	14%	15%	15%	18%	16%
INCOME UP SAME	45	46	42	40	41	37	35	37	39	36	41	39	43
PRICES UP MORE	26	32	37	38	40	44	49	46	46	48	43	41	39
DK,NA	2	2	2	1	2	1	1	1	1	1	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 11 - RECENT CHANGES
TREND IN INCOME AND PRICE COMPARISON

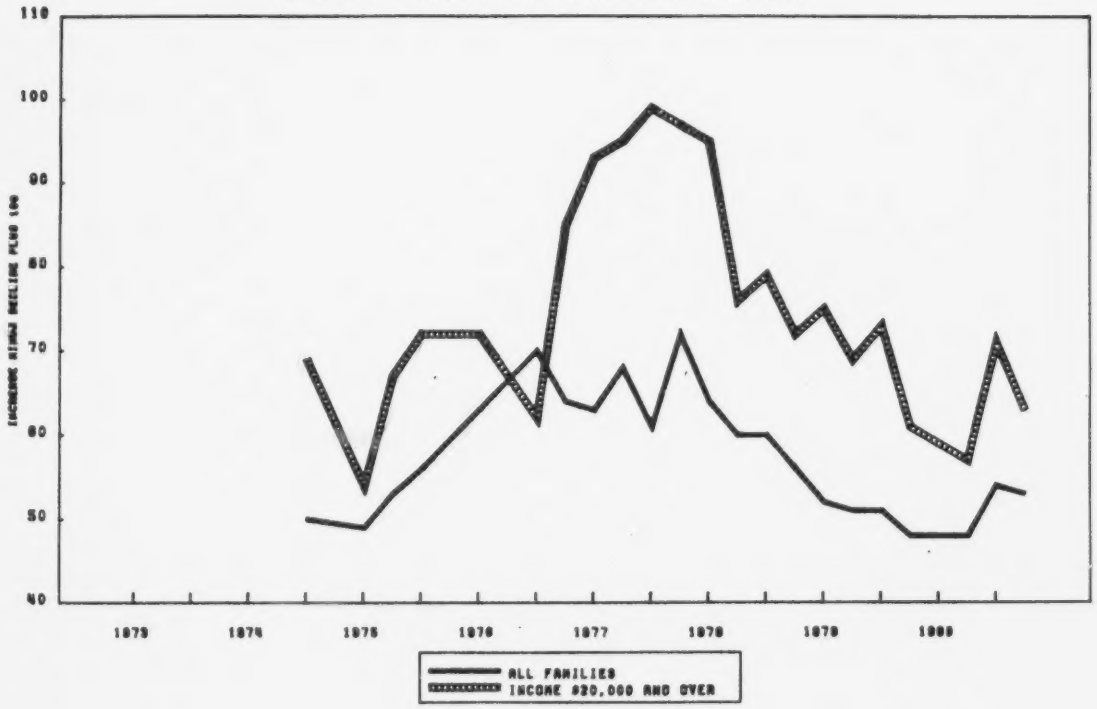

TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	7%	8%	5%	5%	4%	4%	4%	4%	7%	4%	4%	6%
Intermittant increase (b)	11	8	8	10	7	7	7	8	8	8	9	10	8
Remain unchanged (c)	23	21	17	18	19	18	15	15	14	16	13	16	16
Intermittant decline (d)	20	19	20	20	21	18	21	20	22	19	24	22	25
Continuous decline (e)	27	32	36	35	35	41	39	41	42	42	40	37	35
Mixed change (f)	4	5	4	6	5	6	7	7	6	6	6	6	6
DK,NA	7	8	7	6	8	6	7	5	4	2	4	5	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
REAL INCOME PROGRESS:													
Continuous increase (a)	18%	15%	13%	9%	9%	11%	9%	9%	7%	10%	7%	9%	9%
Intermittant increase (b)	14	15	10	14	12	12	11	14	10	9	10	15	8
Remain unchanged (c)	26	28	24	24	25	20	19	20	18	22	16	17	20
Intermittant decline (d)	14	14	17	15	18	17	17	18	22	18	25	20	25
Continuous decline (e)	21	21	30	29	31	31	34	32	34	34	34	31	29
Mixed change (f)	5	5	4	8	3	7	7	6	8	6	7	6	6
DK,NA	2	2	2	1	2	2	3	1	1	1	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

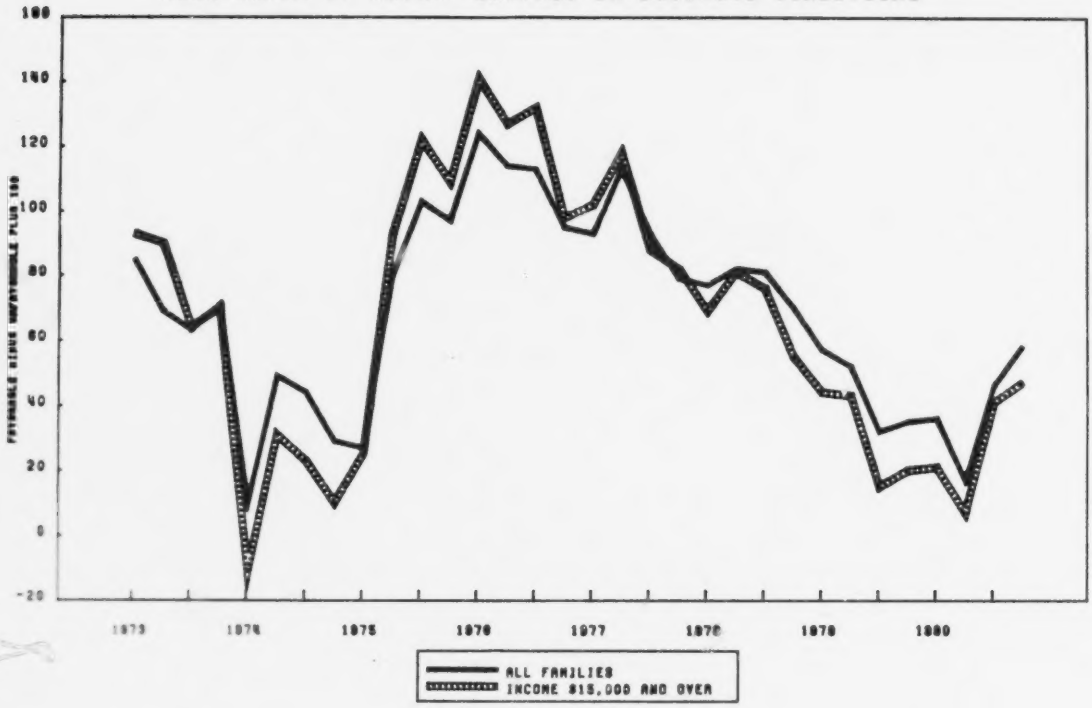

CHART 12 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

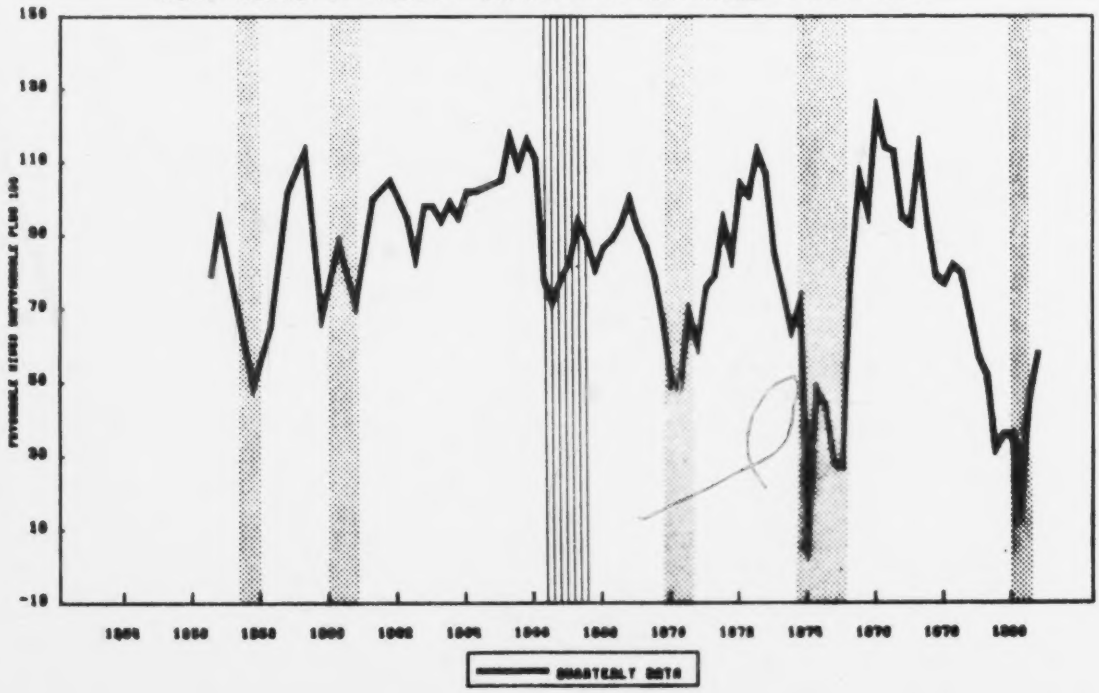

TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
FAVORABLE NEWS	26%	20%	25%	22%	18%	16%	16%	12%	12%	14%	12%	24%	24%
UNFAVORABLE NEWS	47	43	43	42	49	59	64	80	76	78	94	79	66
NO MENTIONS	46	52	48	50	50	45	42	38	42	40	31	34	41
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS	41%	26%	35%	30%	20%	22%	22%	15%	16%	15%	15%	31%	29%
UNFAVORABLE NEWS	61	57	54	55	65	78	79	100%	97	94	108	89	82
NO MENTIONS	29	39	36	37	39	31	30	26	29	31	23	26	30

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	2%	2%	2%	3%	3%	1%	1%	1%	1%	1%	1%	1%	4%
Employment	9	9	9	8	7	6	6	5	4	5	2	6	7
Higher consumer demand	4	2	2	2	2	2	1	1	1	1	1	2	2
Lower prices	1	1	*	1	*	1	1	*	1	1	1	1	1
Easier credit	1	*	*	*	*	*	*	*	*	1	4	7	1
UNFAVORABLE NEWS:													
Government; elections	5	3	4	5	3	5	3	3	3	3	3	3	3
Unemployment	17	11	9	10	10	11	12	18	18	17	37	33	22
Lower consumer demand	1	2	2	1	2	3	3	7	8	9	9	11	9
Higher prices	7	5	10	10	11	15	18	18	13	16	12	12	9
Tighter credit	1	2	3	4	7	6	3	5	14	13	16	6	13
Energy crisis	1	1	*	1	1	4	11	10	4	3	1	1	1
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	3%	2%	1%	2%	4%	3%	2%	1%	1%	1%	2%	1%	5%
Employment	15	9	13	12	7	7	8	6	5	5	3	6	9
Higher consumer demand	9	4	4	2	2	2	2	1	1	1	*	2	2
Lower prices	1	*	*	2	1	1	*	*	1	1	1	1	1
Easier credit	2	*	1	1	*	*	1	*	1	1	7	11	2
UNFAVORABLE NEWS:													
Government; elections	8	6	5	5	4	7	4	3	4	3	3	4	3
Unemployment	19	11	9	8	11	12	12	19	20	21	39	38	26
Lower consumer demand	3	3	2	1	2	3	4	10	10	12	12	13	11
Higher prices	6	6	14	12	13	20	22	21	15	18	12	9	9
Tighter credit	3	4	6	9	11	11	6	8	22	18	23	8	19
Energy crisis	2	2	*	2	1	7	14	12	5	3	1	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

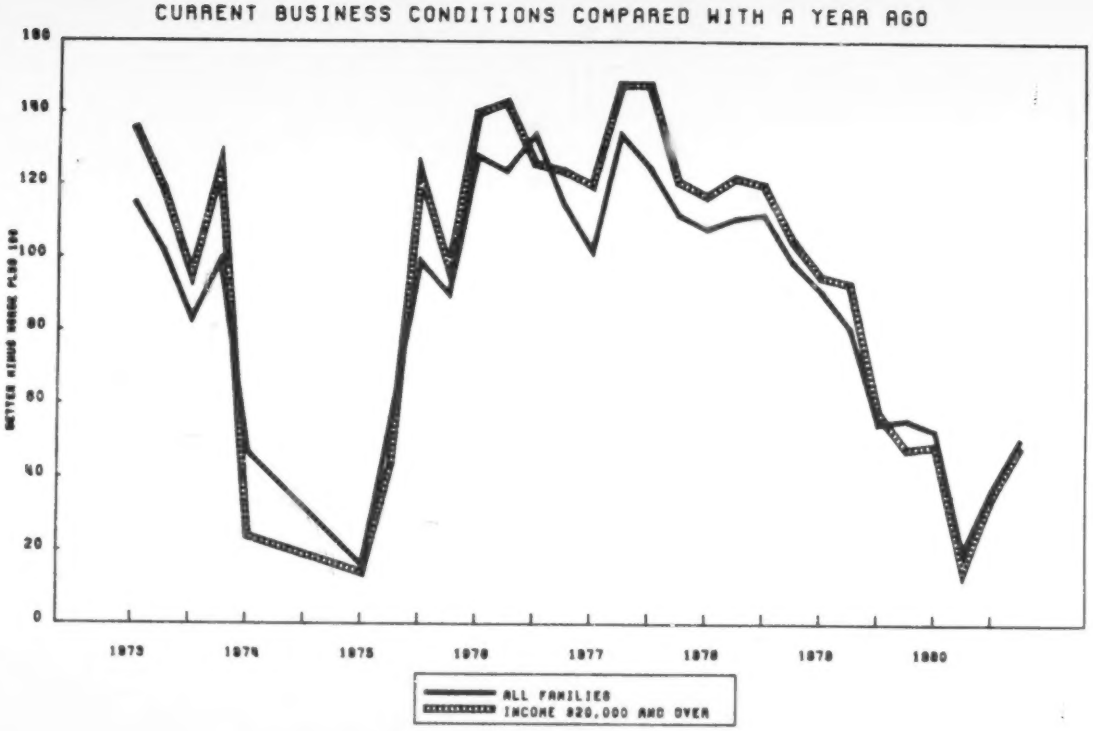

CHART 14 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

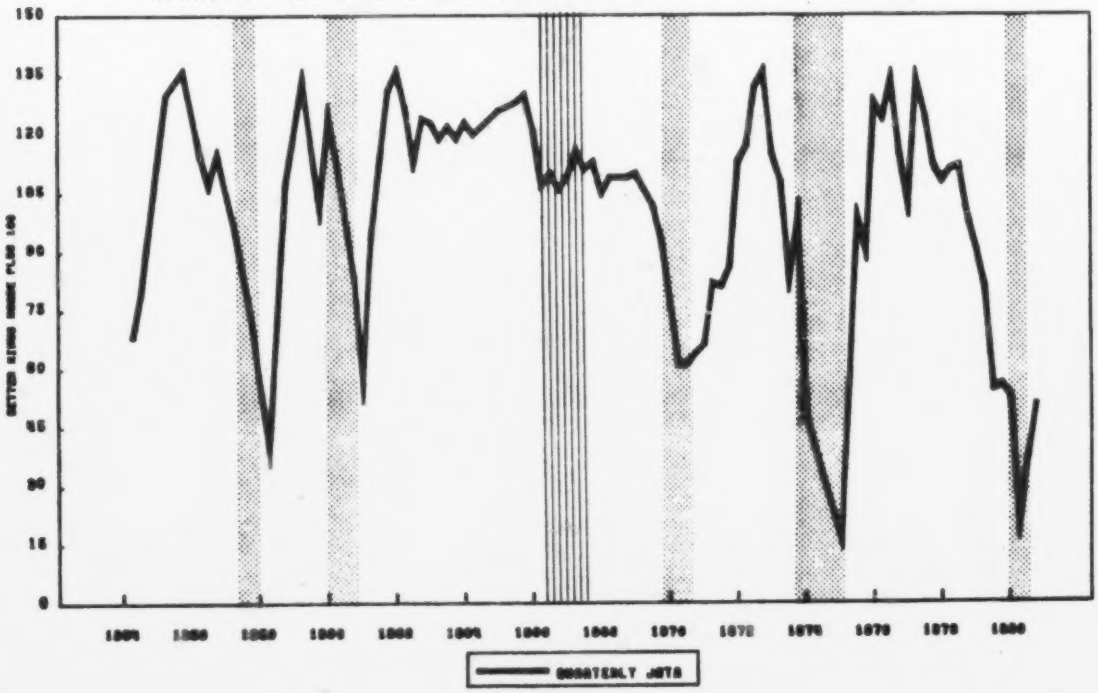

TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
BETTER NOW	46%	43%	46%	46%	38%	36%	32%	21%	20%	19%	7%	15%	19%
SAME	17	18	16	15	19	15	14	10	12	12	6	7	11
WORSE NOW	34	35	35	35	39	45	50	66	65	66	86	77	67
DK,NA	3	4	3	4	4	4	4	3	3	3	1	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER NOW	53%	49%	53%	52%	44%	39%	39%	23%	19%	18%	4%	14%	18%
SAME	14	17	15	13	15	15	13	9	10	12	5	5	11
WORSE NOW	32	32	31	33	39	45	46	66	70	69	90	80	70
DK,NA	1	2	1	2	2	1	2	2	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 15 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

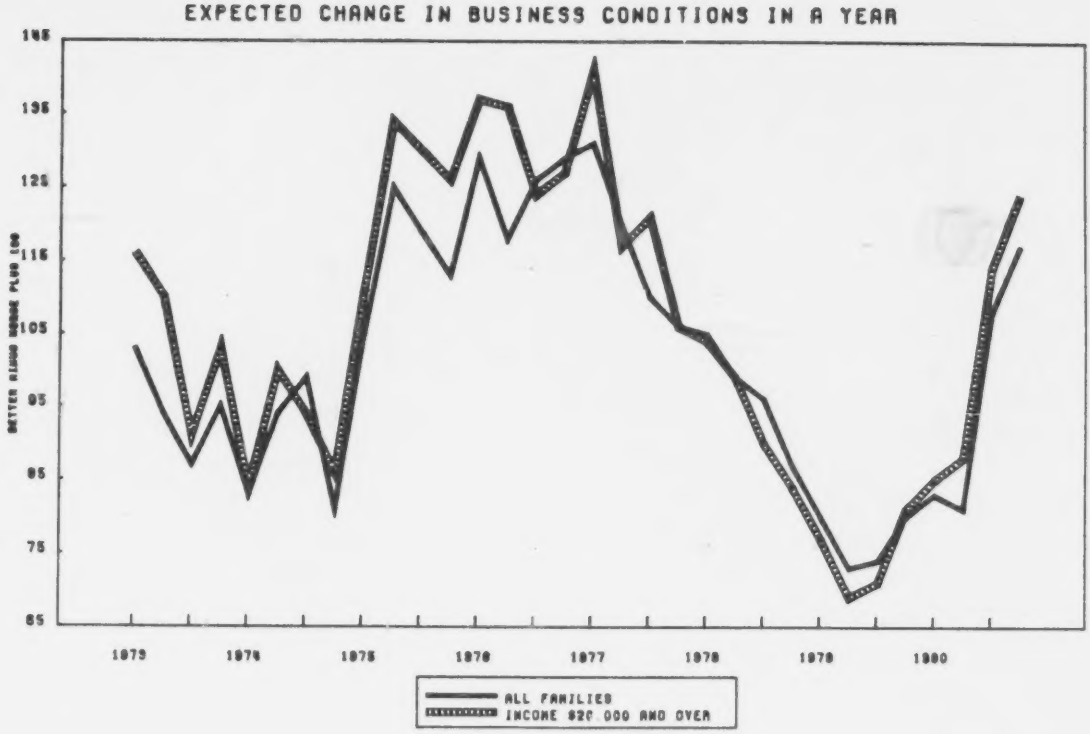

CHART 15 HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

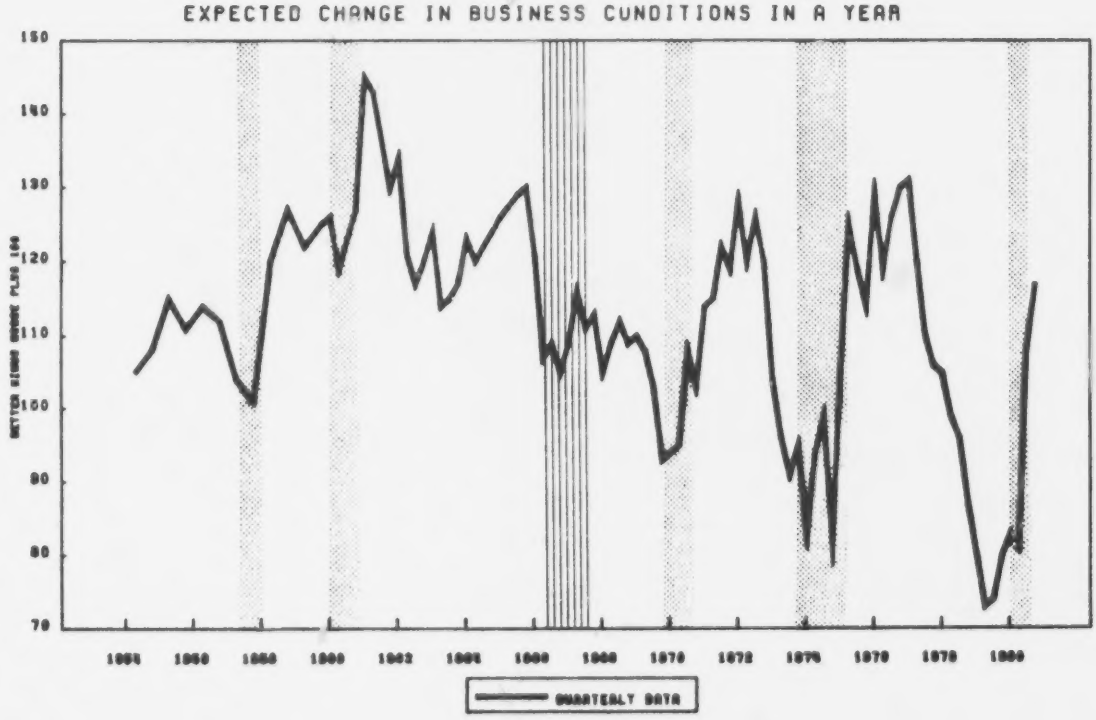

TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
BETTER	21%	24%	21%	19%	17%	14%	11%	13%	15%	17%	20%	29%	34%
SAME	59	53	54	55	49	48	46	45	46	45	37	45	44
WORSE	16	19	22	23	29	34	39	39	36	35	39	22	17
DK,NA	4	4	3	3	5	4	4	3	3	3	4	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER	23%	23%	22%	19%	18%	15%	13%	15%	18%	19%	24%	34%	40%
SAME	59	55	53	51	44	45	43	39	43	45	38	44	41
WORSE	17	19	23	29	34	38	43	45	38	35	36	20	16
DK,NA	1	3	2	1	4	2	1	1	1	1	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
FAVORABLE REASONS:													
Government; elections	7%	6%	5%	7%	6%	5%	4%	6%	9%	11%	10%	15%	26%
Employment	8	9	8	4	4	4	3	2	2	4	2	4	4
Higher consumer demand	4	4	3	4	3	3	4	3	2	3	2	3	3
Lower prices	1	1	1	2	3	2	1	1	2	1	3	2	3
Easier credit	*	*	*	*	*	1	1	*	2	1	3	3	2
UNFAVORABLE REASONS:													
Government; elections	10	8	8	13	8	12	9	9	8	13	10	9	9
Unemployment	10	6	6	7	5	5	5	9	9	5	12	8	6
Lower consumer demand	3	2	3	4	4	4	5	7	7	7	5	5	3
Higher prices	10	9	18	20	21	22	27	24	23	16	16	11	9
Tighter credit	*	*	1	2	4	2	3	2	7	3	7	2	4
Energy crisis	3	2	2	1	1	4	14	8	6	6	2	1	1
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE REASONS:													
Government; elections	9%	6%	5%	7%	6%	7%	4%	7%	12%	15%	11%	17%	31%
Employment	9	9	9	5	2	3	2	3	1	4	3	5	5
Higher consumer demand	6	4	4	5	3	4	3	2	3	5	2	4	5
Lower prices	1	2	1	2	3	2	1	2	2	2	4	2	3
Easier credit	1	1	1	1	1	2	1	*	4	3	6	3	4
UNFAVORABLE REASONS:													
Government; elections	17	13	14	15	11	12	10	11	10	13	8	9	8
Unemployment	8	5	5	8	4	5	4	9	9	4	11	7	4
Higher consumer demand	3	2	3	5	4	5	5	7	7	6	5	6	4
Higher prices	11	13	24	18	21	27	31	27	28	21	15	10	10
Tighter credit	*	1	2	2	6	4	3	2	11	3	9	3	5
Energy crisis	5	2	1	1	1	6	16	12	6	5	3	1	1

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

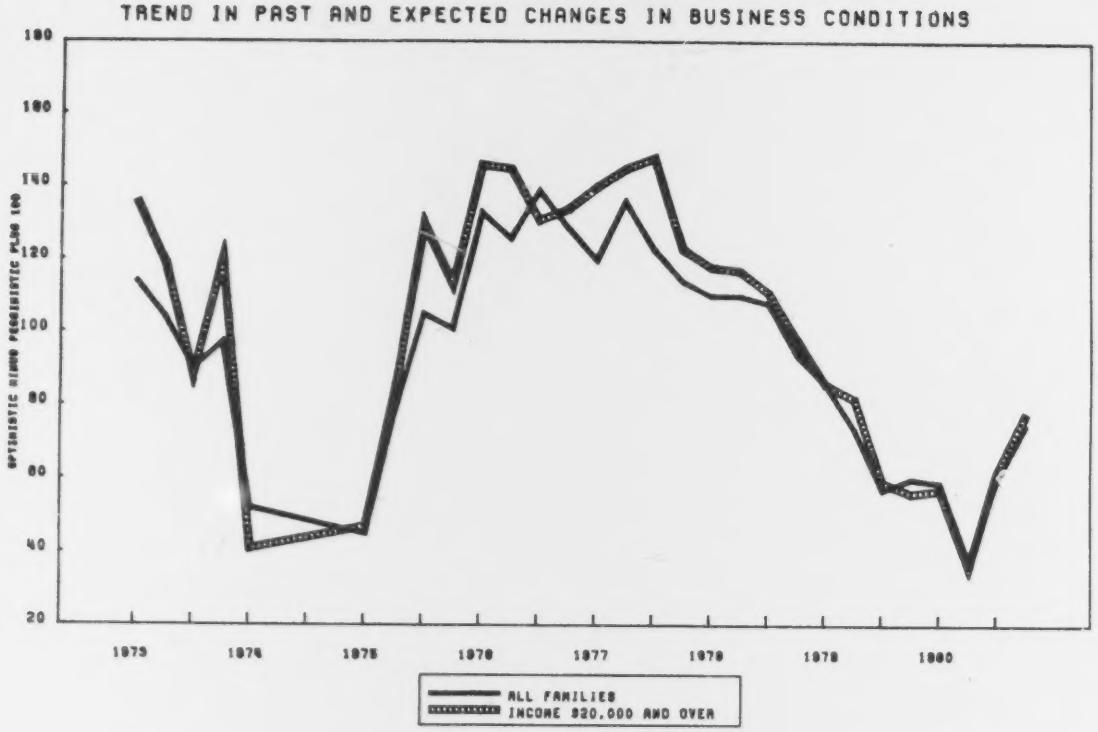

CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

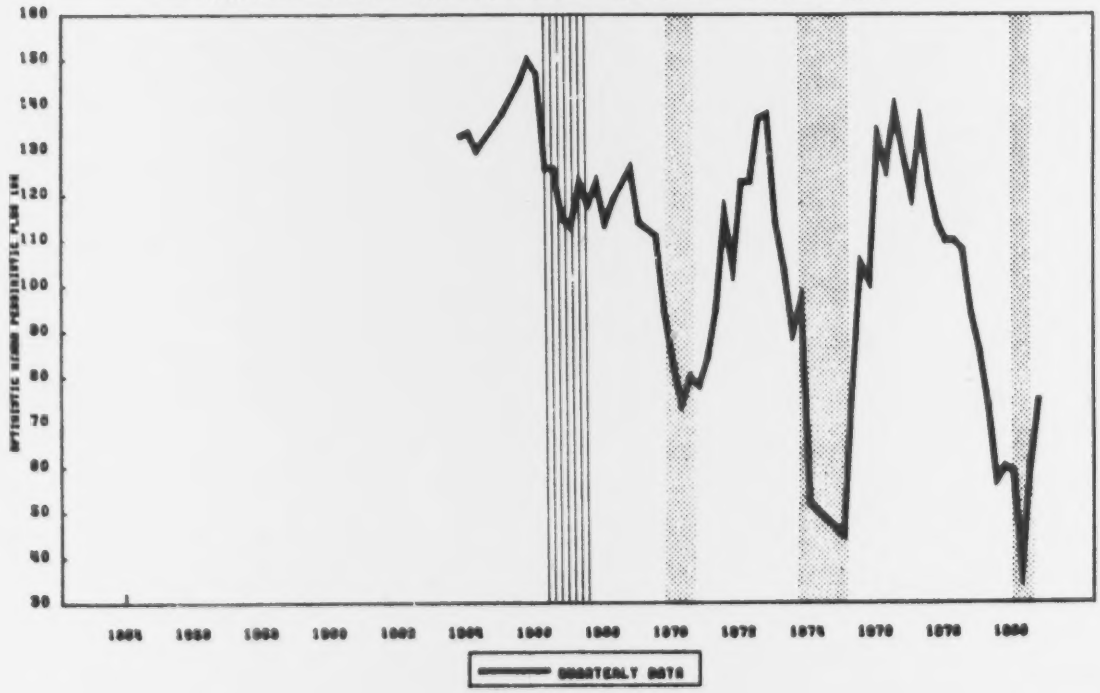

TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	14%	15%	14%	14%	10%	8%	7%	4%	5%	6%	2%	5%	8%
Intermittant increase (b)	31	26	29	27	23	21	16	13	12	10	5	9	12
Remain unchanged (c)	11	12	10	10	10	9	9	5	7	7	2	3	5
Intermittant decline (d)	21	19	19	20	21	21	25	29	30	31	33	35	31
Continuous decline (e)	10	12	13	13	18	22	24	31	28	26	36	19	14
Mixed change (f)	7	10	10	10	10	12	13	13	13	15	18	24	23
DK,NA	6	6	5	6	8	7	6	5	5	5	4	5	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
TREND:													
Continuous increase (a)	14%	16%	16%	15%	11%	8%	8%	5%	5%	5%	2%	6%	10%
Intermittant increase (b)	37	30	31	28	24	22	20	14	12	11	3	8	12
Remain unchanged (c)	9	12	10	9	8	8	7	3	5	7	2	2	5
Intermittant decline (d)	17	17	17	17	17	21	21	26	31	31	35	35	29
Continuous decline (e)	11	11	13	16	20	23	25	34	30	27	34	18	14
Mixed change (f)	10	10	10	13	14	15	16	15	15	16	22	28	26
DK,NA	2	4	3	2	6	3	3	3	2	3	2	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

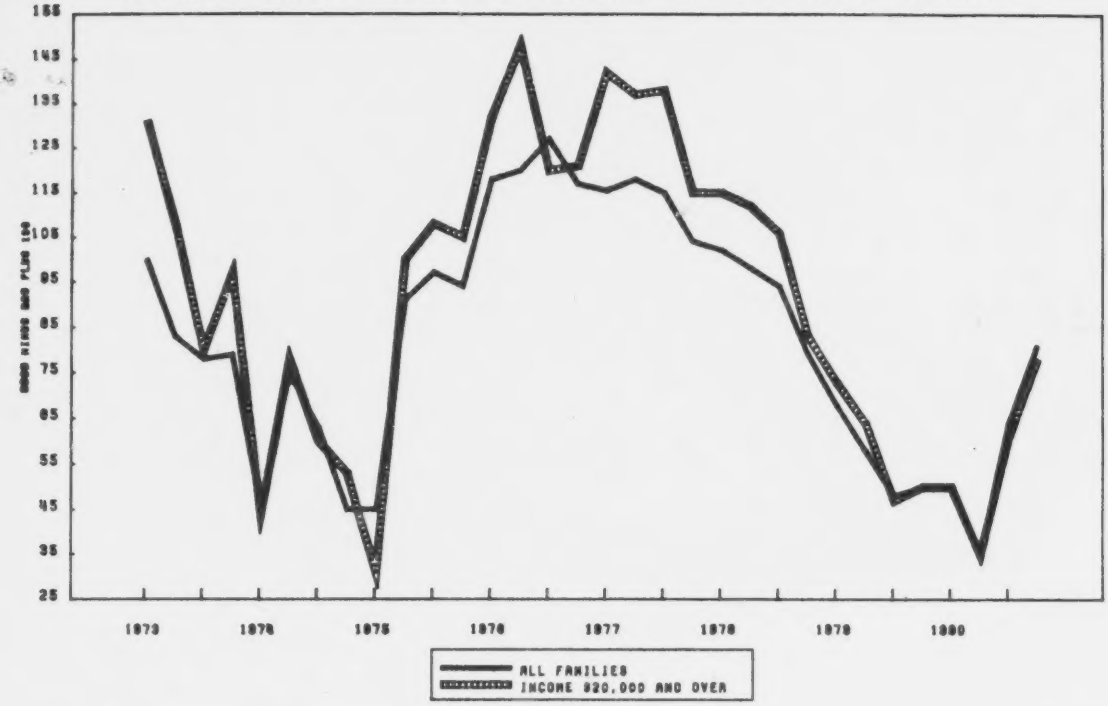

CHART 18 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

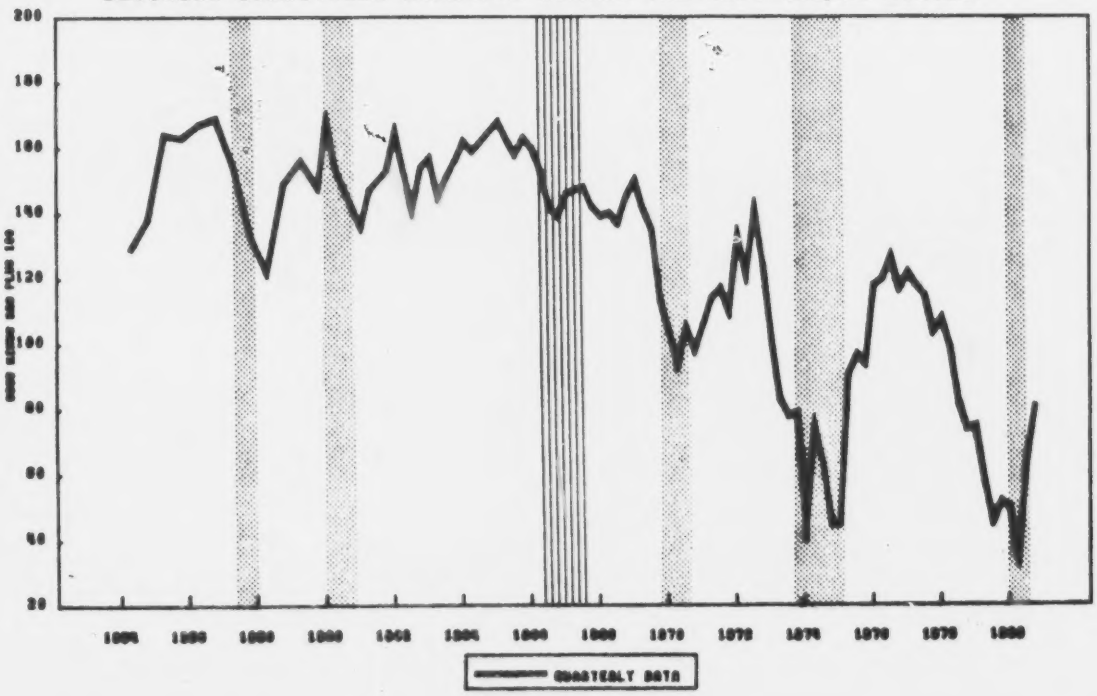

TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIMES	41%	41%	42%	39%	29%	25%	22%	18%	19%	20%	14%	26%	32%
UNCERTAIN; GOOD & BAD	11	8	5	6	8	6	4	2	2	1	1	2	2
BAD TIMES	37	39	43	45	50	57	63	69	69	70	78	63	52
DON'T KNOW	8	7	6	6	9	7	5	5	4	4	4	6	8
NOT ASCERTAINED	3	5	4	4	4	5	6	6	6	5	3	3	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	48%	50%	49%	47%	33%	30%	26%	19%	20%	21%	15%	28%	33%
UNCERTAIN; GOOD & BAD	11	7	7	7	9	6	4	2	2	1	2	2	2
BAD TIMES	33	34	37	42	51	58	63	72	70	71	80	66	55
DON'T KNOW	4	4	3	2	4	3	2	2	2	3	1	2	5
NOT ASCERTAINED	4	5	4	2	3	3	5	5	6	4	2	2	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

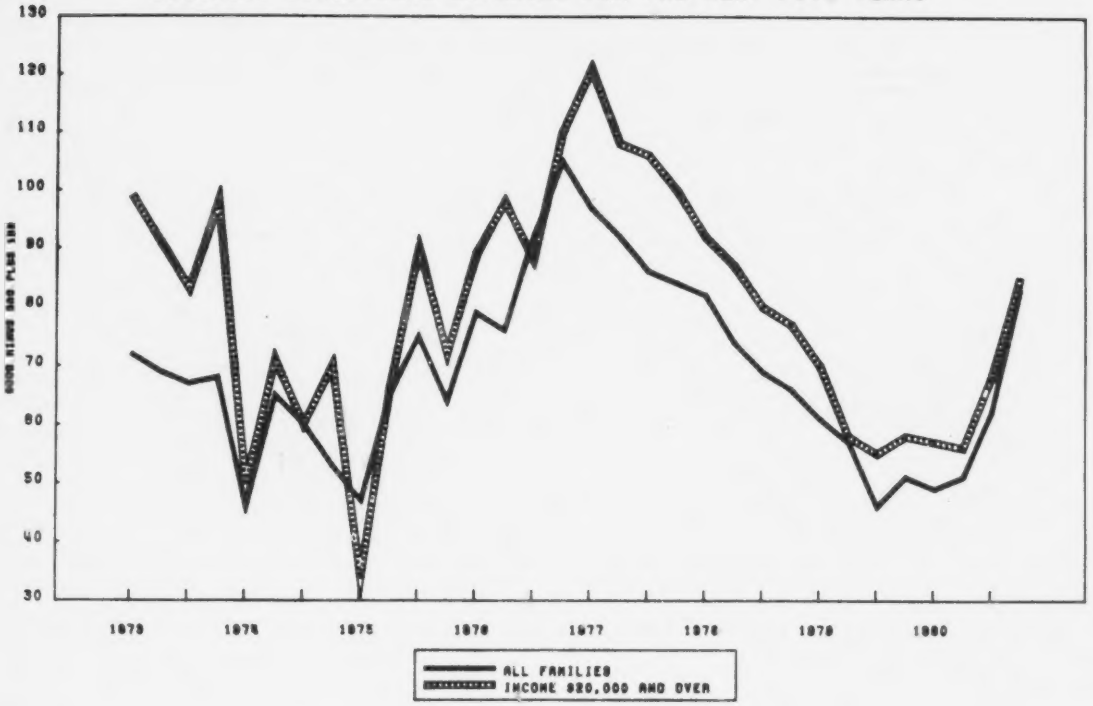

CHART 19 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

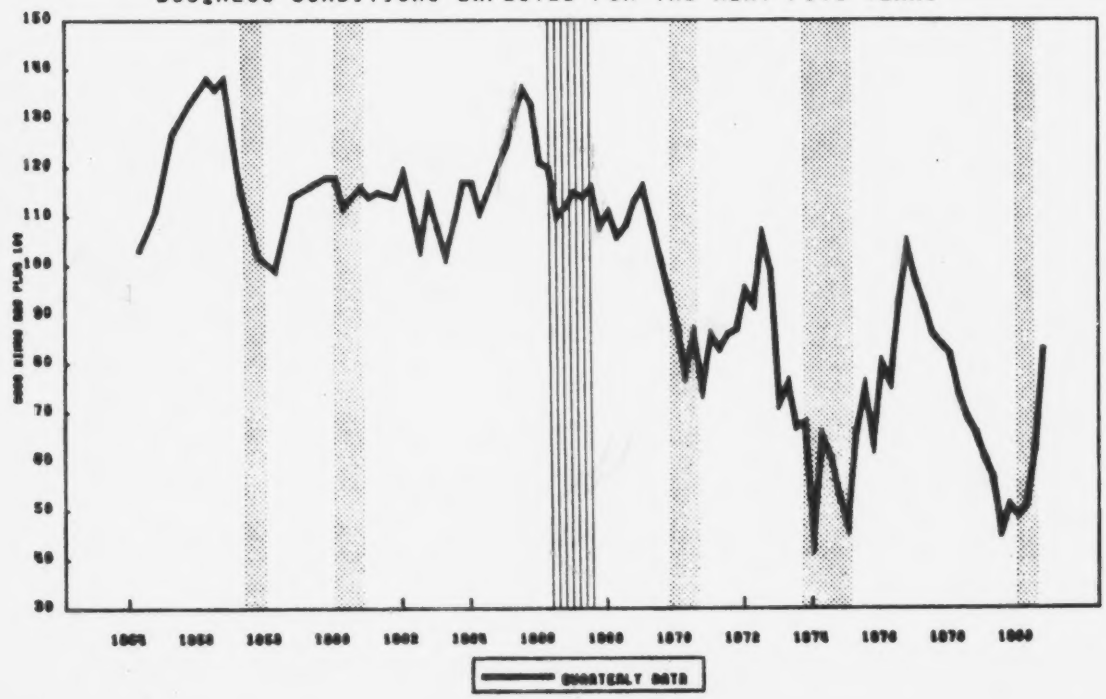

TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIMES	30%	28%	24%	23%	18%	19%	17%	13%	16%	17%	17%	21%	29%
UNCERTAIN; GOOD & BAD	16	19	16	17	20	16	15	15	14	11	12	14	17
BAD TIMES	45	46	51	54	52	58	60	67	65	68	66	59	46
NOT ASCERTAINED	9	7	9	6	10	7	8	5	5	4	5	6	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	38%	33%	32%	29%	23%	24%	18%	16%	20%	21%	19%	25%	31%
UNCERTAIN; GOOD & BAD	16	20	17	18	21	18	15	17	13	10	12	13	16
BAD TIMES	38	41	44	49	46	55	60	62	62	65	63	57	46
NOT ASCERTAINED	8	6	7	4	10	3	7	5	5	4	6	5	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

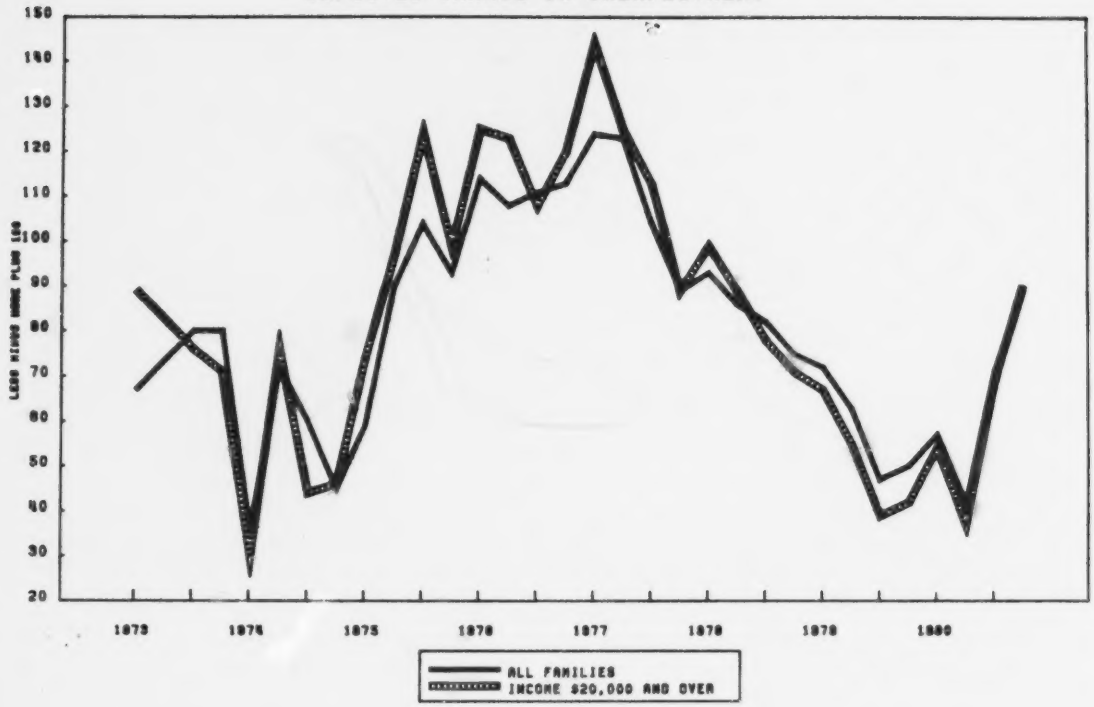

CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

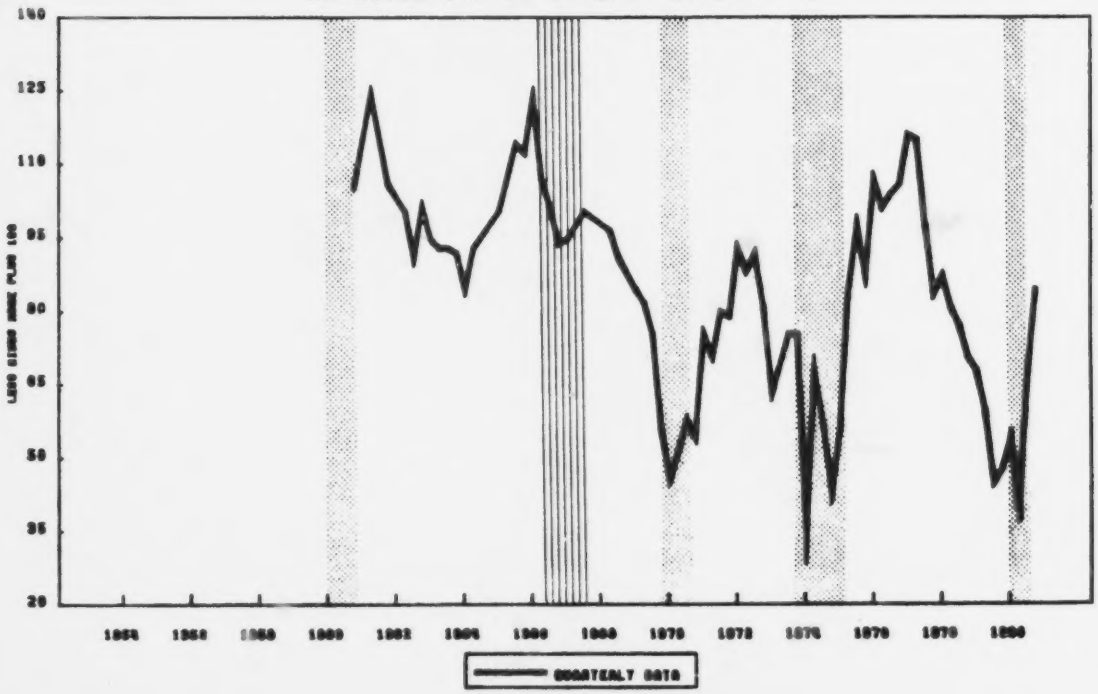

TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
LESS	19%	21%	16%	14%	12%	11%	8%	6%	7%	10%	7%	17%	21%
SAME	47	47	51	51	47	47	42	32	34	36	26	35	45
MORE	30	28	30	32	37	39	46	60	57	52	66	46	31
DK,NA	4	4	3	3	4	3	4	2	2	2	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
LESS	20%	23%	16%	13%	9%	9%	5%	5%	4%	9%	7%	16%	21%
SAME	48	51	56	51	51	48	42	29	32	36	24	36	47
MORE	31	25	27	35	38	42	51	65	63	54	69	48	31
DK,NA	1	1	1	1	2	1	2	1	1	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

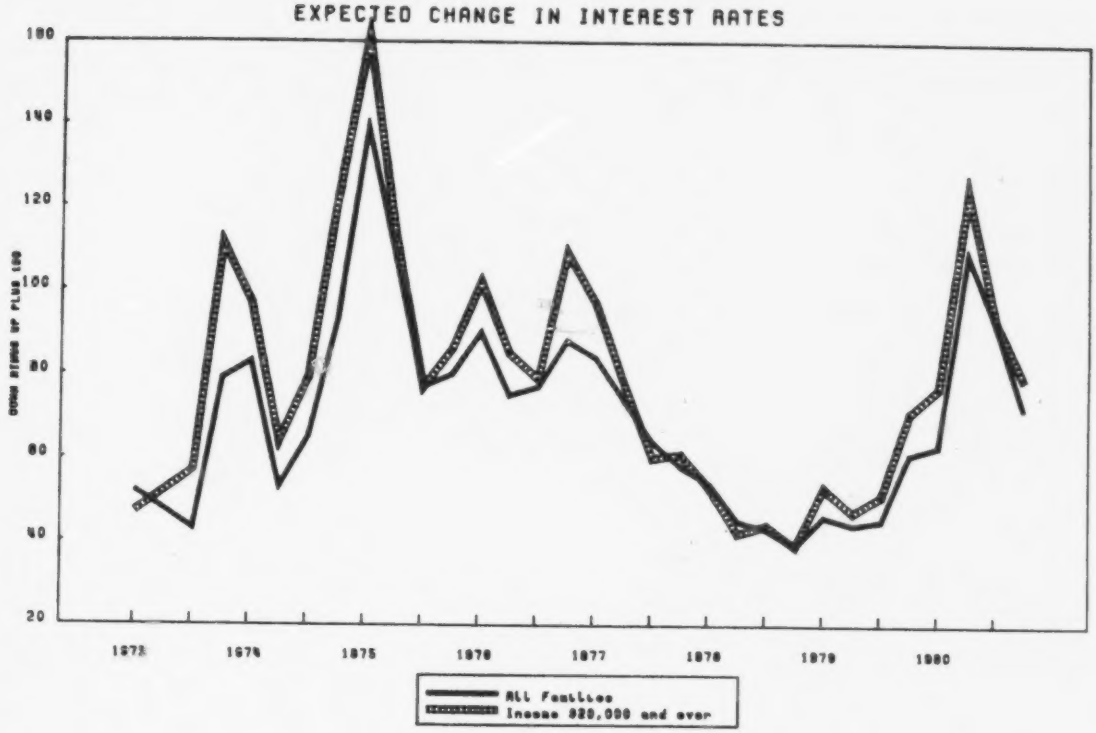

CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

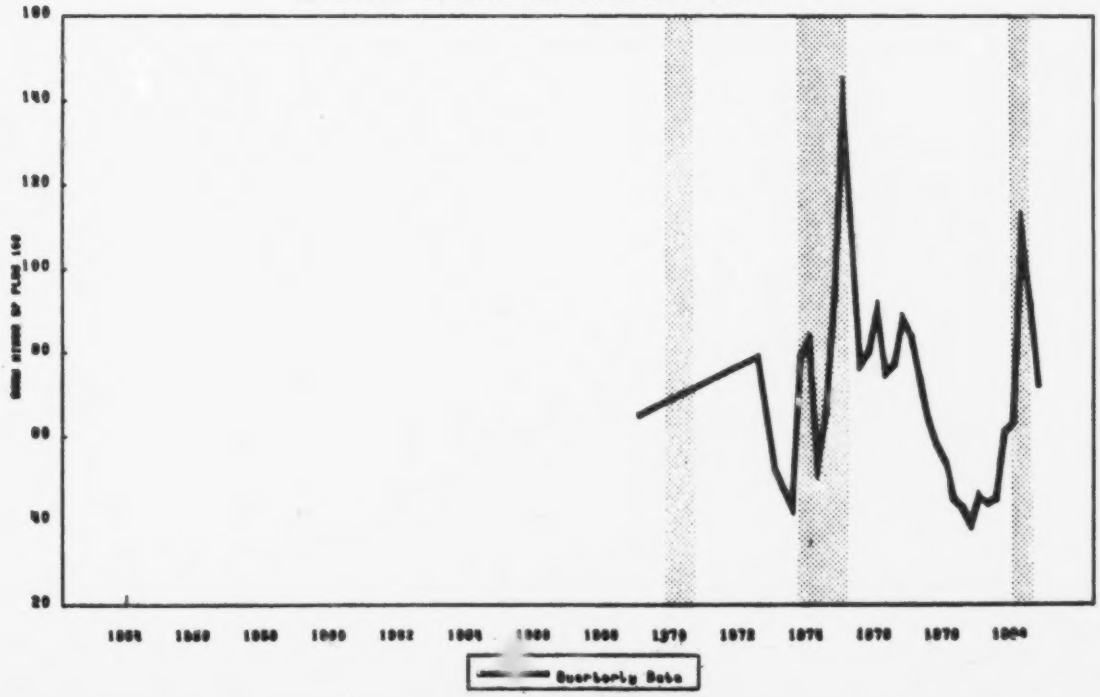

TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GO UP	48%	52%	61%	64%	67%	63%	64%	64%	57%	54%	34%	38%	51%
STAY THE SAME	38	32	29	24	22	23	24	23	21	25	20	29	20
GO DOWN	6	7	5	7	6	9	8	9	19	17	43	29	23
DK,NA	8	9	5	5	5	5	4	4	3	4	3	4	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GO UP	47%	52%	63%	64%	68%	58%	62%	62%	54%	47%	28%	37%	48%
STAY THE SAME	41	37	31	25	22	29	26	25	20	27	19	30	21
GO DOWN	8	6	5	9	8	12	9	12	25	24	52	30	27
DK,NA	4	5	1	2	2	1	3	1	1	2	1	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
SAME OR DOWN	6%	4%	3%	2%	4%	1%	1%	1%	1%	2%	5%	4%	2%
GONE UP BY:													
1-2%	5	4	3	3	3	2	1	1	2	1	1	2	2
3-4%	10	7	8	4	5	5	4	3	3	4	3	5	4
5%	12	10	11	10	7	6	6	6	5	6	5	7	9
6-9%	16	17	17	16	17	17	13	10	10	8	8	11	11
10-14%	17	15	18	21	22	27	29	30	32	28	25	22	25
15% or more	16	20	22	26	22	27	32	34	33	38	38	31	31
DK how much up	17	22	18	17	20	15	14	15	14	13	14	17	15
DK,NA	1	1	*	1	*	*	*	*	*	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	10.3	11.7	12.9	14.1	12.9	14.8	15.5	15.4	16.2	16.4	15.9	14.5	15.0
VARIANCE	117	127	158	160	136	162	156	146	175	164	165	160	163
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	5%	6%	2%	1%	2%	1%	1%	*	1%	1%	3%	5%	2%
GONE UP BY:													
1-2%	5	3	2	3	3	2	*	1	2	1	2	1	2
3-4%	10	8	8	4	6	5	4	1	4	2	3	5	3
5%	15	15	10	11	8	6	3	4	4	6	5	5	5
6-9%	27	25	24	25	28	24	14	11	8	9	8	12	11
10-14%	20	17	23	28	23	32	37	39	40	31	30	28	33
15% or more	13	14	22	22	20	25	34	36	36	44	41	35	34
DK how much up	5	11	9	6	10	5	6	8	5	6	8	9	9
DK,NA	*	1	*	*	*	*	1	*	*	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	9.0	8.8	12.1	11.7	11.8	13.1	15.0	15.1	15.5	15.9	15.4	14.5	14.8
VARIANCE	70	52	114	87	101	105	119	103	135	118	128	134	130

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

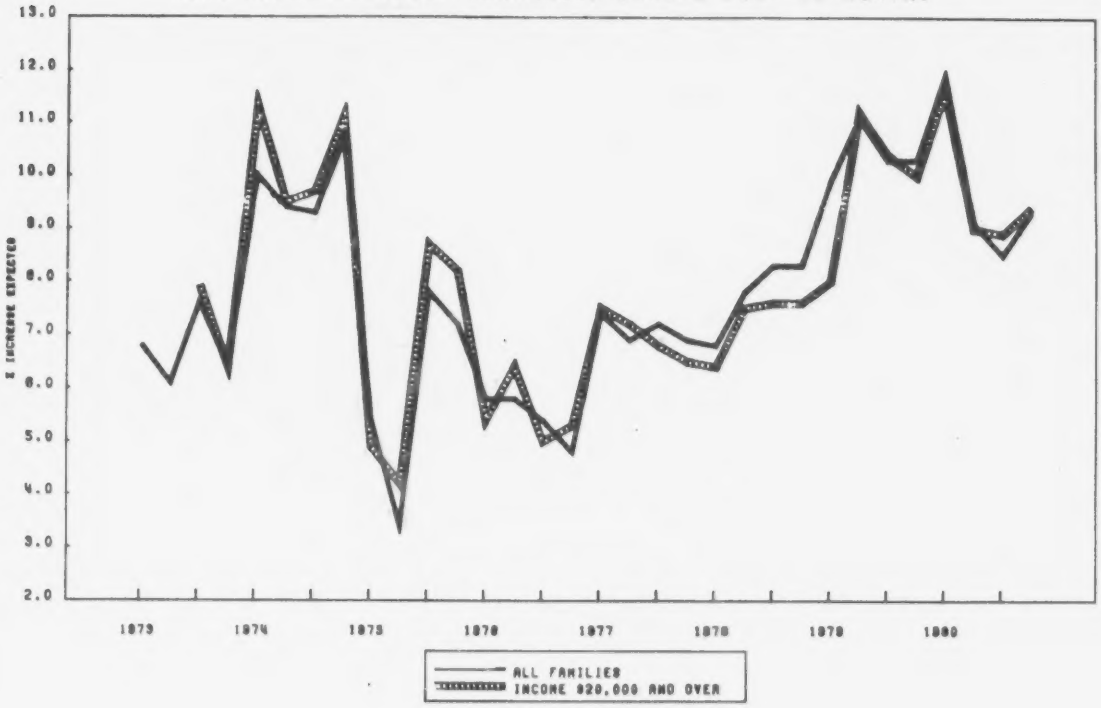

CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

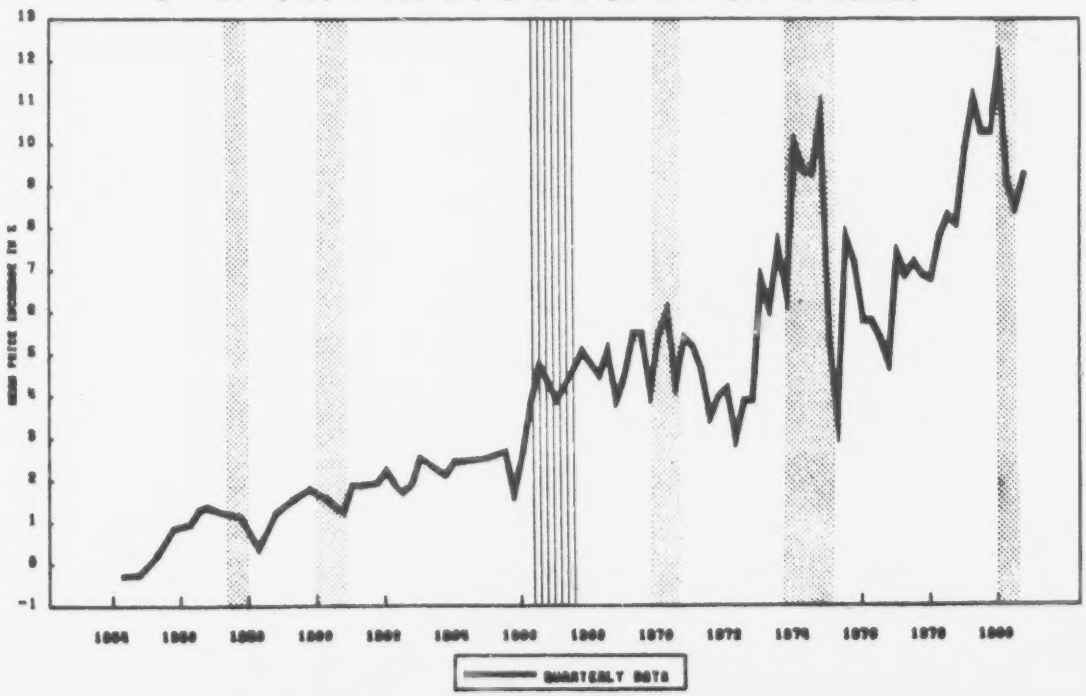

TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
SAME OR DOWN	17%	13%	11%	13%	10%	8%	8%	12%	13%	10%	26%	19%	21%
WILL GO UP BY:													
1-2%	7	7	6	5	4	4	3	3	3	3	2	5	3
3-4%	9	10	10	8	7	7	6	6	5	4	4	6	5
5%	14	13	11	12	11	9	10	9	8	9	8	10	9
6-9%	17	17	20	17	20	20	14	13	14	11	9	11	11
10-14%	12	12	14	17	20	22	26	27	27	28	20	22	23
15% or more	10	6	8	10	7	13	19	18	16	24	19	13	16
DK how much up	12	20	18	16	19	16	12	11	12	9	10	12	10
DK,NA	2	2	2	2	2	1	2	1	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	6.9	6.8	7.8	8.3	8.1	9.9	11.1	10.3	10.3	11.9	9.1	8.5	9.3
VARIANCE	52	51	68	74	59	94	106	94	95	115	102	78	103
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	11%	10%	6%	8%	6%	5%	4%	9%	11%	9%	23%	16%	16%
WILL GO UP BY:													
1-2%	6	7	6	5	6	3	1	3	3	3	2	4	2
3-4%	12	10	9	8	8	5	6	4	5	3	5	8	5
5%	19	16	12	13	9	9	10	8	7	7	9	11	9
6-9%	27	27	31	28	31	32	17	16	16	10	11	13	14
10-14%	13	13	21	22	22	30	36	36	35	38	24	27	28
15% or more	7	5	5	7	7	9	19	18	16	25	20	15	16
DK how much up	5	11	10	8	10	7	6	6	7	5	5	5	9
DK,NA	*	1	*	1	1	*	1	*	*	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	6.5	6.4	7.5	7.6	8.0	9.1	11.2	10.5	9.9	11.6	9.0	8.9	9.4
VARIANCE	32	29	37	30	39	44	81	67	66	72	75	78	77

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

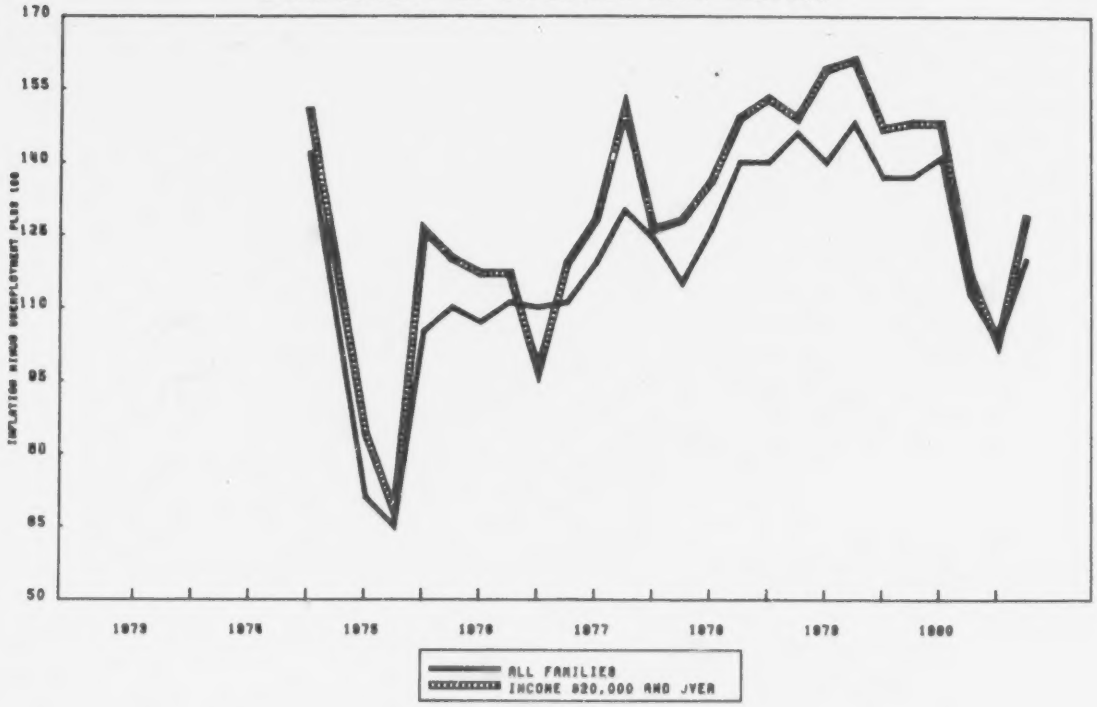

CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

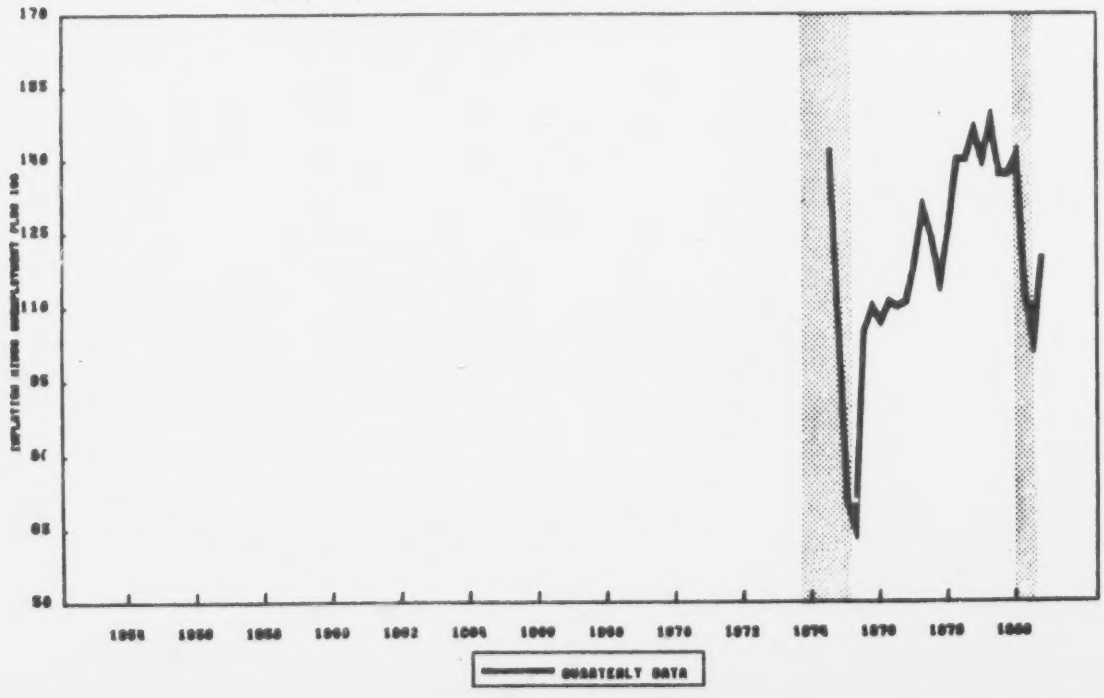

TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
UNEMPLOYMENT	37%	31%	25%	25%	21%	25%	21%	26%	26%	25%	36%	42%	34%
BOTH EQUALLY SERIOUS	8	8	8	7	8	7	7	9	9	7	14	10	11
INFLATION	52	57	65	65	67	65	69	63	63	66	49	45	54
DK,NA	3	4	2	3	4	3	3	2	2	2	1	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
UNEMPLOYMENT	31%	28%	22%	21%	21%	18%	17%	22%	23%	23%	35%	43%	33%
BOTH EQUALLY SERIOUS	9	7	7	5	6	5	5	8	6	6	11	11	6
INFLATION	59	64	71	74	72	77	78	69	70	71	53	45	61
DK,NA	1	1	*	*	1	*	*	1	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

* : Less than half of one percent.

CHART 25 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

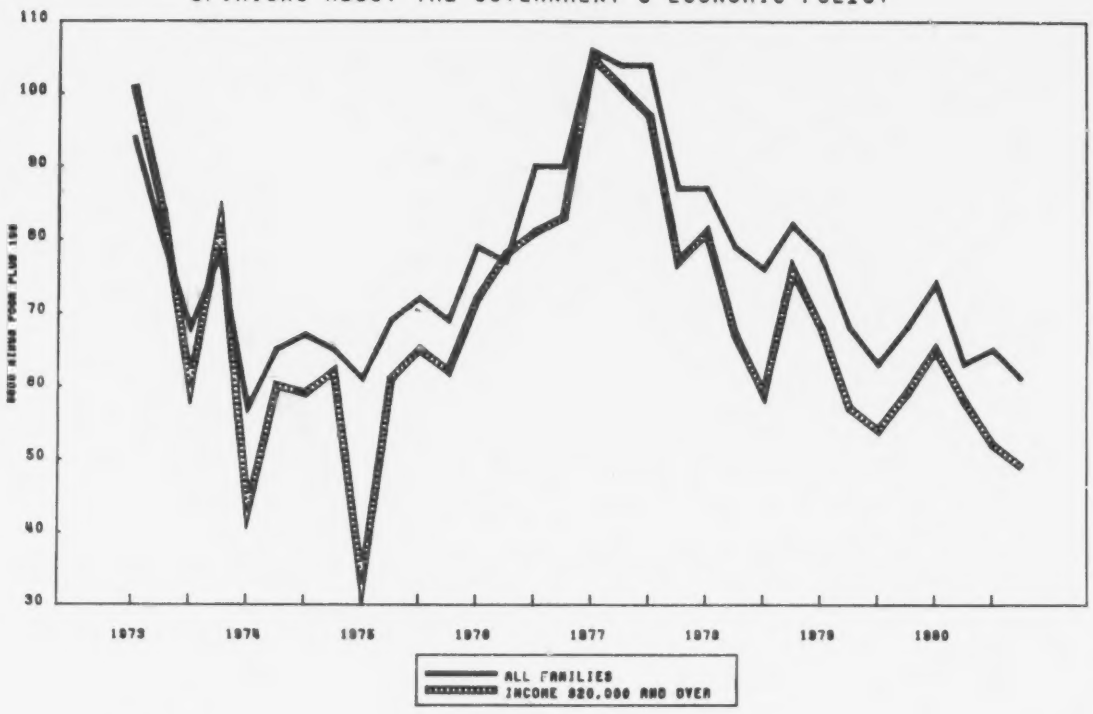

CHART 25 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

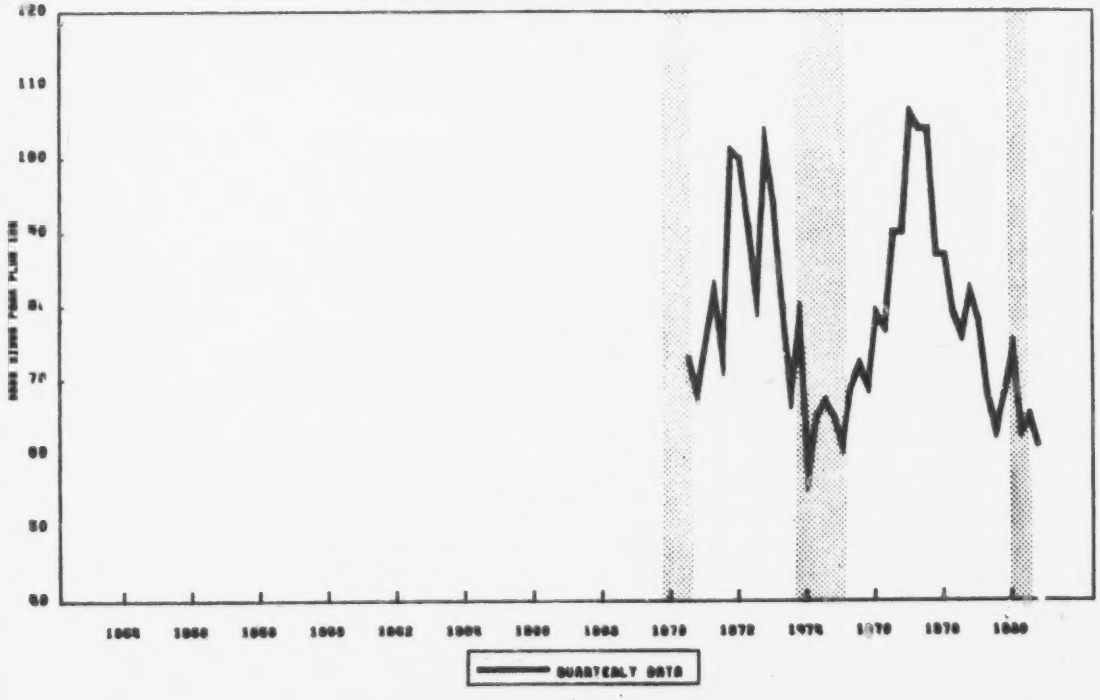

TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
A GOOD JOB	12%	12%	10%	10%	11%	10%	8%	7%	8%	10%	7%	9%	7%
ONLY FAIR	60	57	55	53	55	53	48	47	47	50	45	44	44
A POOR JOB	24	26	32	34	29	32	40	43	41	36	44	44	46
DK,NA	4	5	3	3	5	5	4	3	4	4	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
A GOOD JOB	7%	10%	6%	6%	9%	7%	5%	5%	6%	8%	6%	5%	4%
ONLY FAIR	60	60	52	47	55	51	46	44	47	49	44	40	41
A POOR JOB	30	29	40	46	33	39	48	50	46	42	49	53	54
DK,NA	3	1	2	1	3	3	1	1	1	1	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 26 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

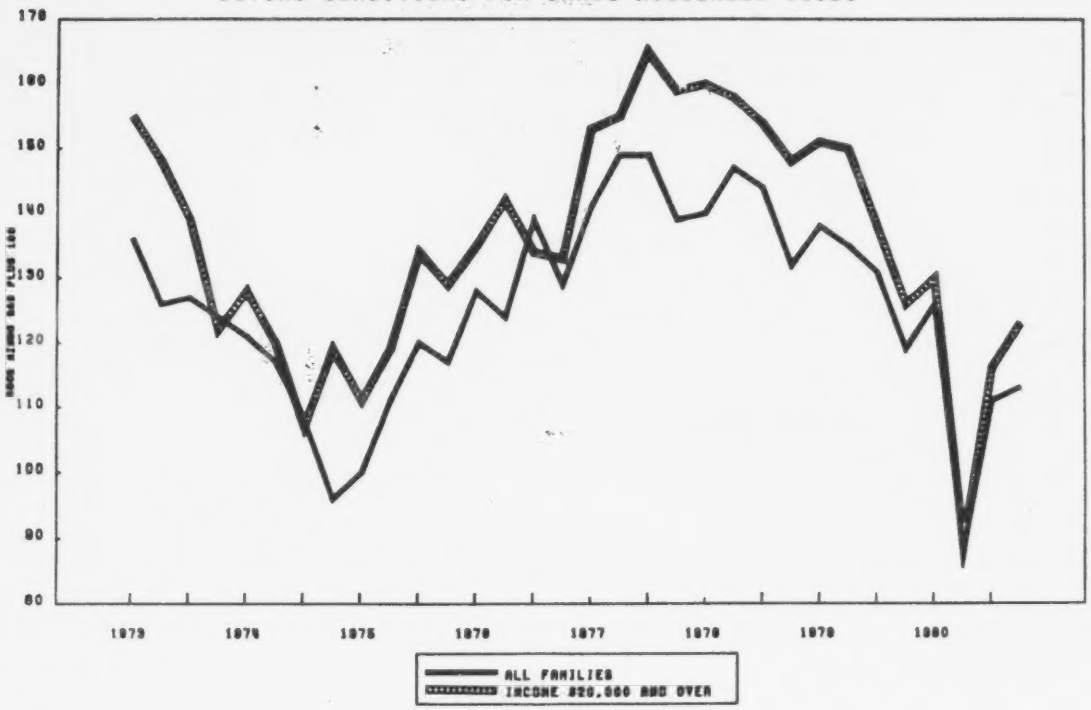

CHART 26 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

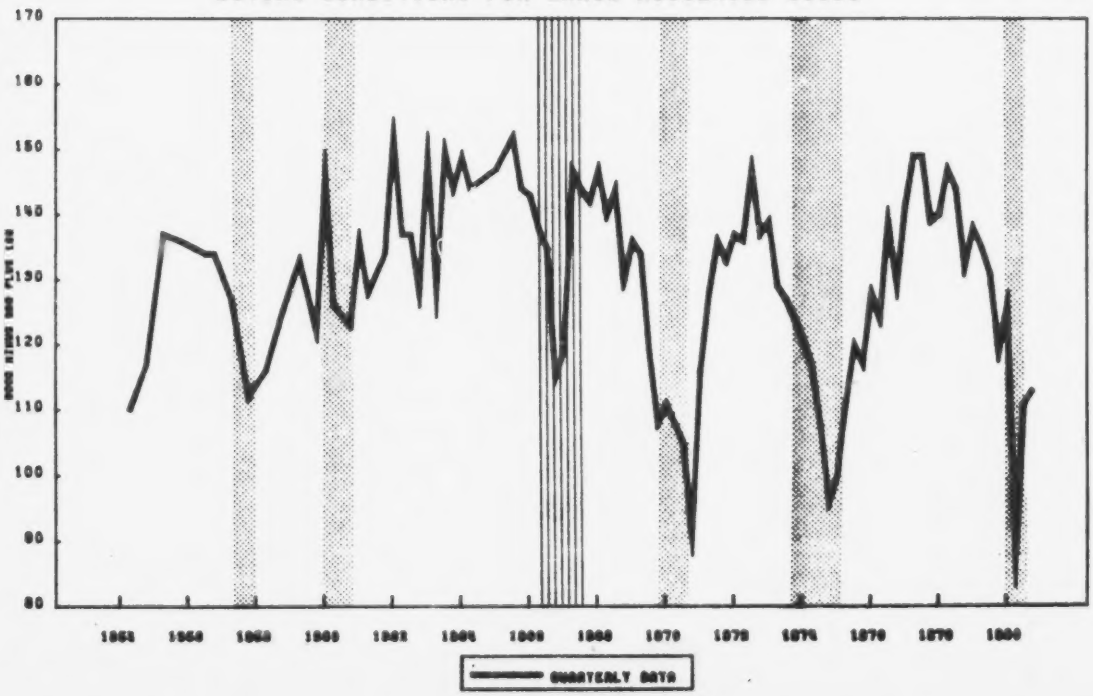

TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIME TO BUY	61%	62%	66%	64%	57%	62%	62%	60%	54%	58%	39%	48%	50%
UNCERTAIN, DEPENDS	17	16	16	16	18	14	11	11	10	10	10	16	13
BAD TIME TO BUY	22	22	18	20	25	24	27	29	36	32	51	36	37
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	72%	74%	72%	70%	66%	71%	70%	63%	58%	61%	40%	51%	54%
UNCERTAIN, DEPENDS	15	12	14	13	16	10	10	11	10	8	9	14	14
BAD TIME TO BUY	13	14	14	17	18	19	20	26	32	31	51	35	32
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

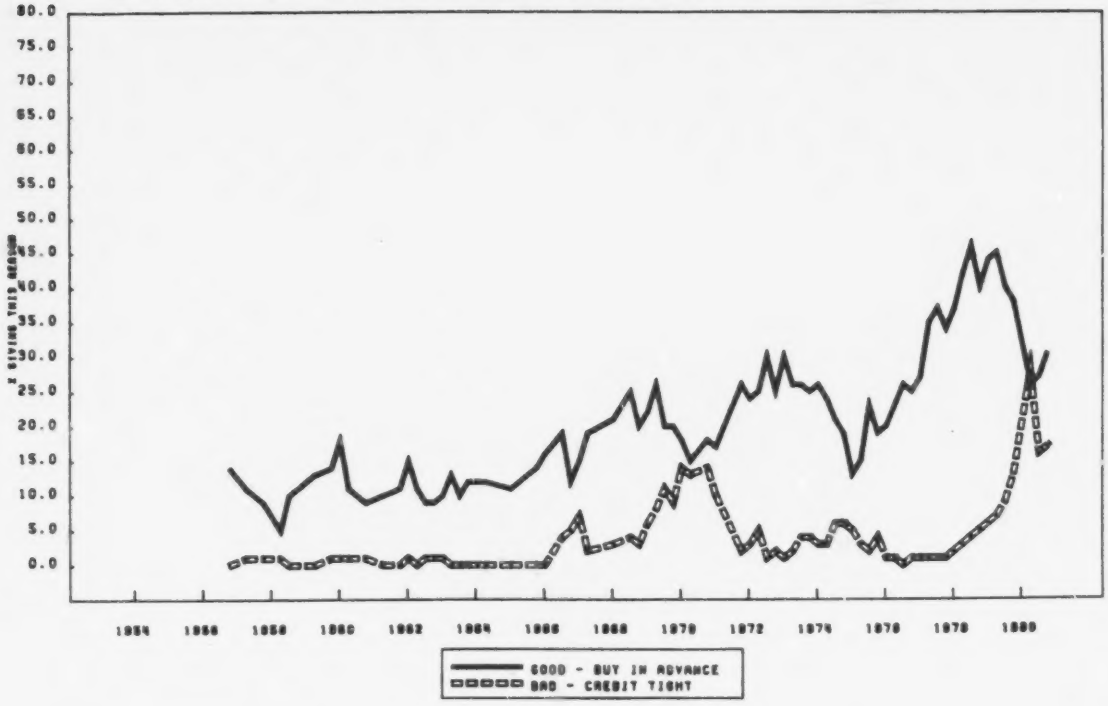

CHART 27B

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

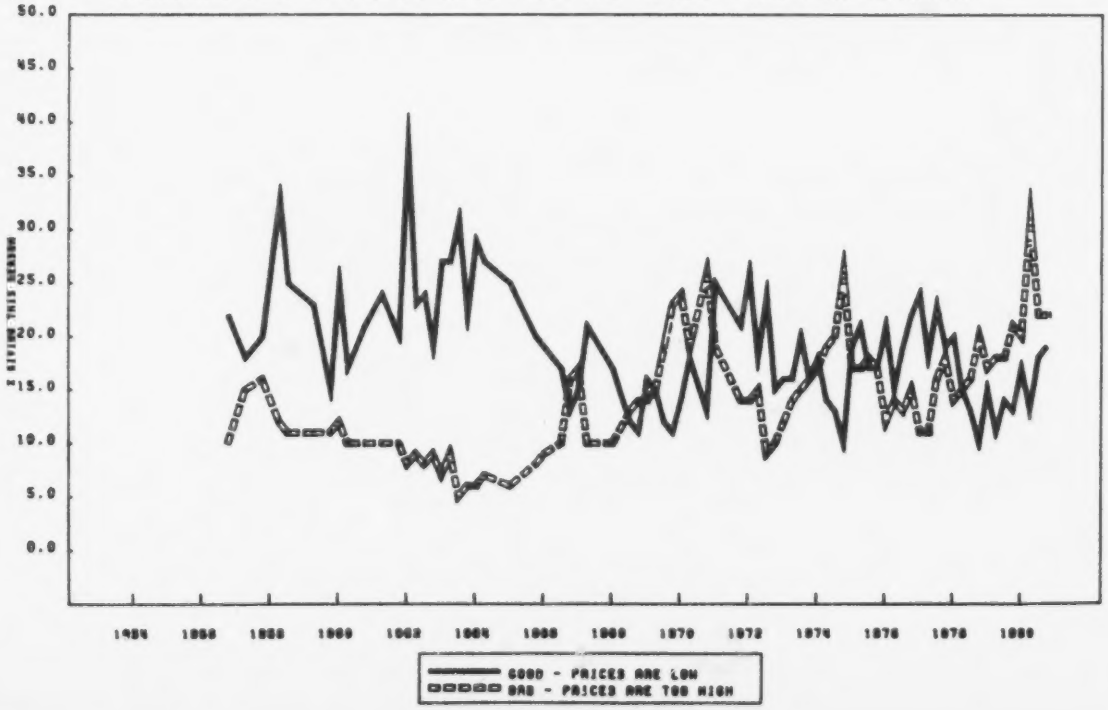

TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	19%	20%	15%	13%	10%	15%	11%	14%	13%	17%	13%	18%	19%
Prices won't come down; are going higher	34	37	42	46	40	44	45	40	38	41	26	27	28
Interest rates low; credit is easy	1	2	3	3	2	3	3	2	3	4	3	4	3
BAD TIME TO BUY:													
Prices are high	18	14	15	16	20	17	18	18	21	20	31	22	22
Interest rates are high; credit is tight	1	2	3	4	5	6	7	9	13	14	28	16	19
Lack of purchasing power	4	7	4	4	4	6	9	10	13	13	15	15	11
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	22%	27%	15%	14%	10%	15%	12%	16%	15%	20%	15%	20%	23%
Prices won't come down; are going higher	41	42	53	53	50	51	55	45	40	44	26	30	30
Interest rates low; credit is easy	1	2	2	4	3	4	4	3	4	3	3	5	4
BAD TIME TO BUY:													
Prices are high	11	9	11	13	17	12	13	16	21	16	27	20	16
Interest rates are high; credit is tight	*	1	2	4	4	7	7	9	15	17	33	16	24
Lack of purchasing power	2	6	3	3	3	6	8	9	10	11	15	15	8

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

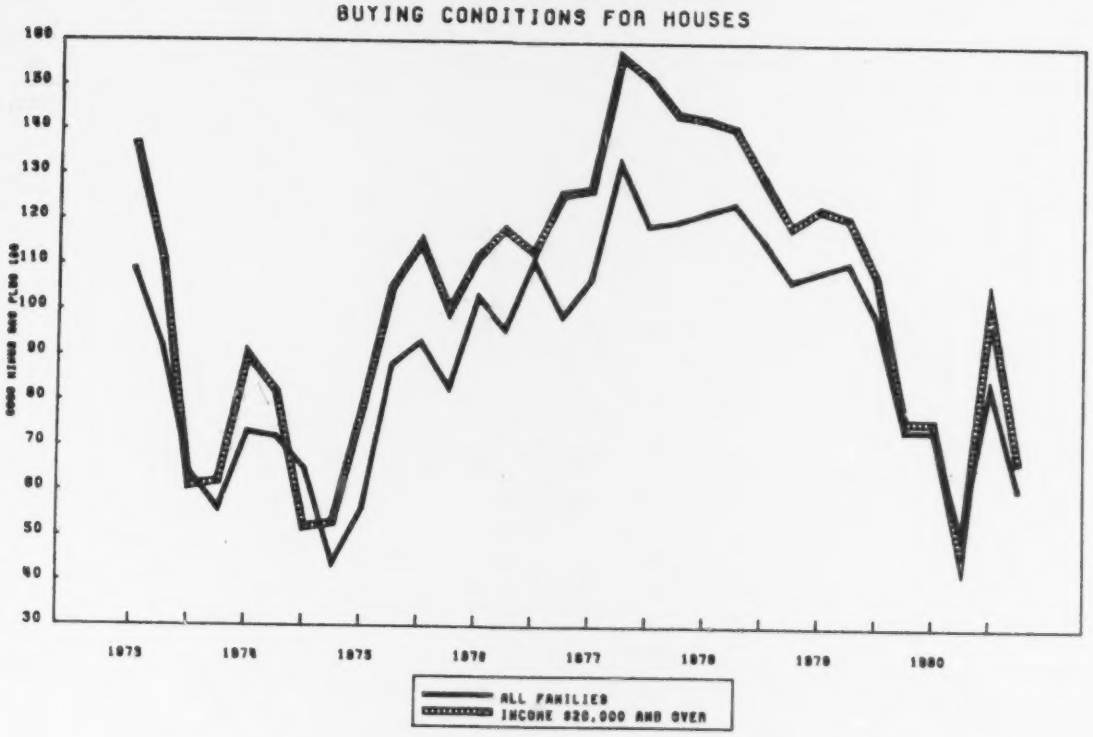

CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

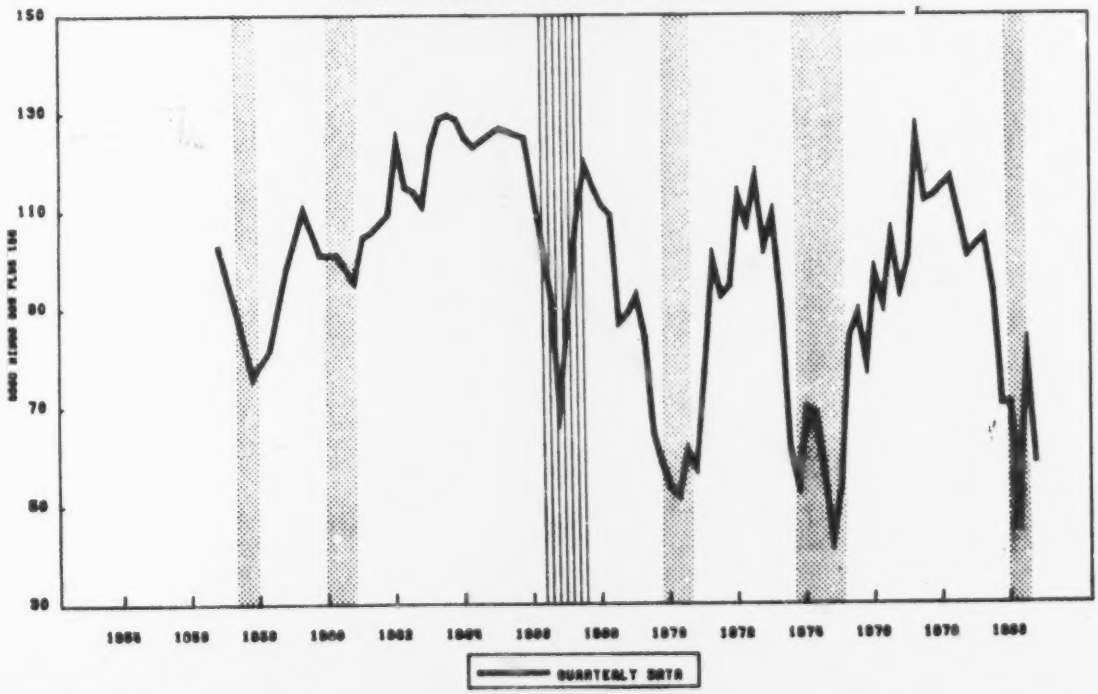

TABLE 28

BUYING CONDITIONS FOR HOUSES

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIME TO BUY	54%	56%	58%	53%	48%	50%	52%	47%	34%	35%	22%	39%	28%
UNCERTAIN, DEPENDS	11	10	8	10	11	9	7	5	6	5	7	6	5
BAD TIME TO BUY	35	34	34	37	41	41	41	48	60	60	71	55	67
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	68%	68%	68%	61%	55%	58%	58%	51%	35%	36%	20%	48%	30%
UNCERTAIN, DEPENDS	8	7	5	8	9	7	5	5	6	4	6	6	6
BAD TIME TO BUY	24	25	27	31	36	35	37	44	59	60	74	46	64
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

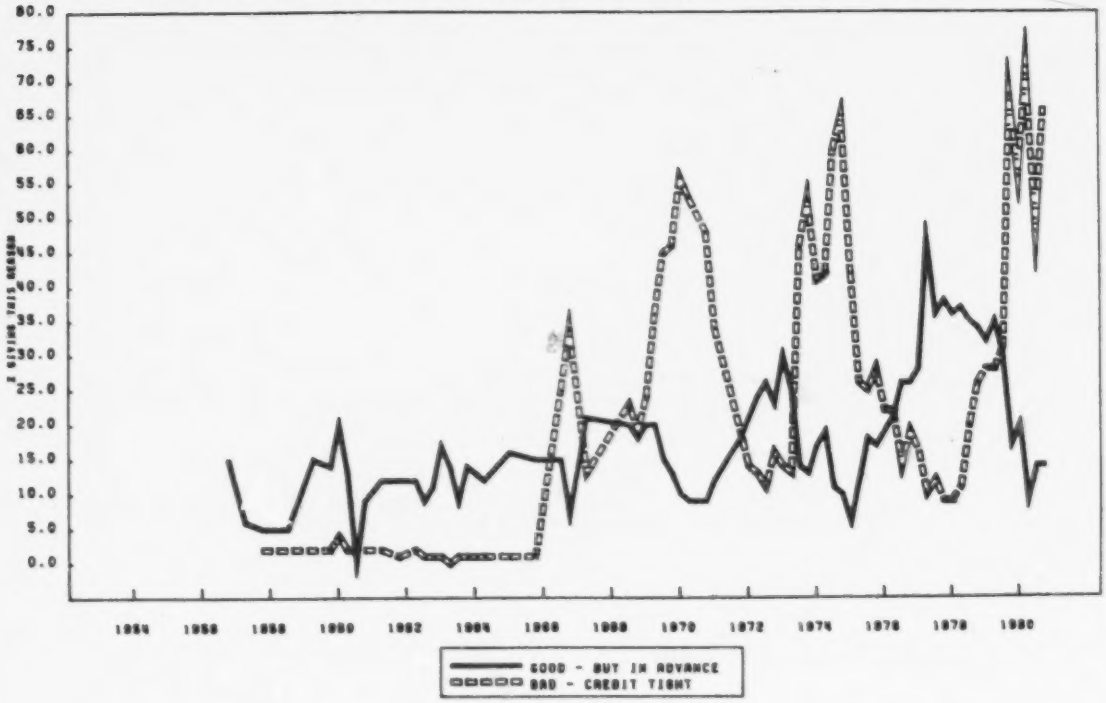

CHART 29B

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

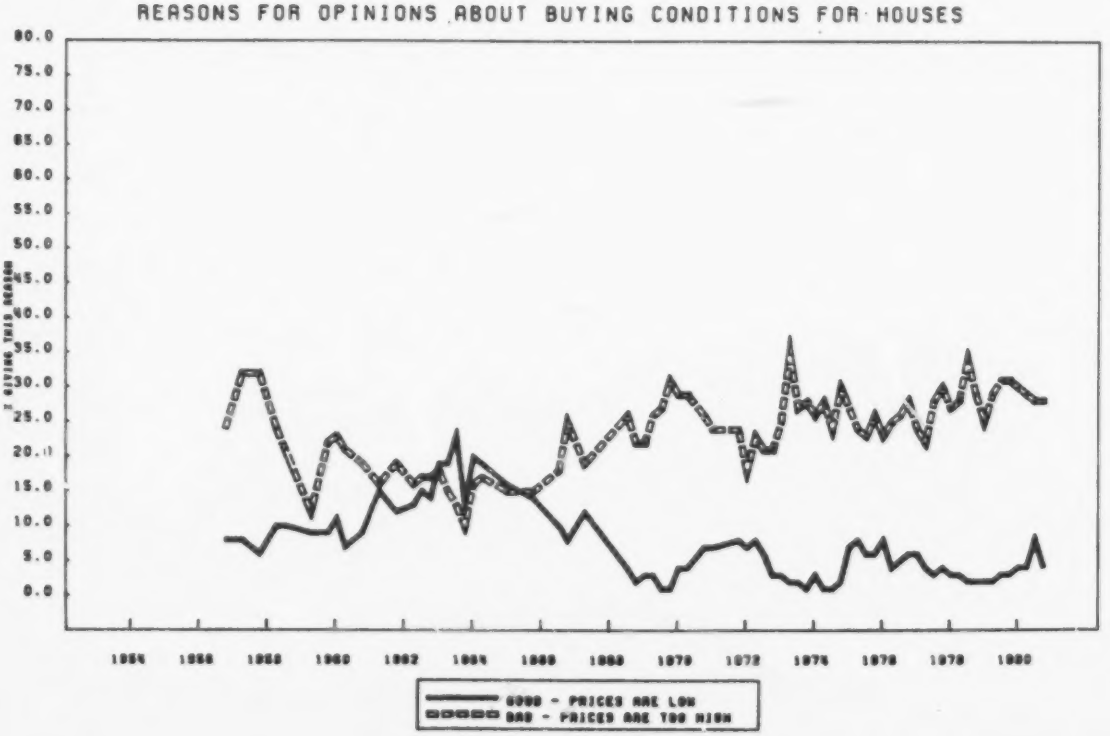

TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	4%	3%	3%	2%	2%	2%	2%	3%	3%	4%	4%	8%	4%
Prices won't come down; are going higher	38	36	37	35	34	32	35	30	17	20	9	14	14
Interest rates low; credit is easy	10	7	10	9	9	11	12	10	8	9	8	24	11
Good investment	11	11	10	14	9	12	14	12	8	12	7	8	7
BAD TIME TO BUY:													
Prices are high	30	27	28	34	29	25	29	31	31	30	29	28	28
Interest rates are high; credit is tight	9	9	11	20	26	28	28	31	68	56	72	48	66
Lack of purchasing power	6	4	7	3	6	6	9	9	9	8	9	13	12
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	8%	5%	3%	2%	5%	4%	2%	3%	4%	5%	7%	13%	7%
Prices won't come down; are going higher	42	43	50	46	37	37	40	33	16	20	8	16	13
Interest rates low; credit is easy	12	12	16	14	11	16	18	13	10	10	9	32	13
Good investment	17	13	14	16	10	11	17	15	10	14	7	10	9
BAD TIME TO BUY:													
Prices are high	22	21	23	22	25	18	23	27	28	28	28	25	24
Interest rates are high; credit is tight	9	9	11	26	34	35	31	38	75	63	80	45	74
Lack of purchasing power	3	2	2	3	4	3	5	8	7	7	8	9	8

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

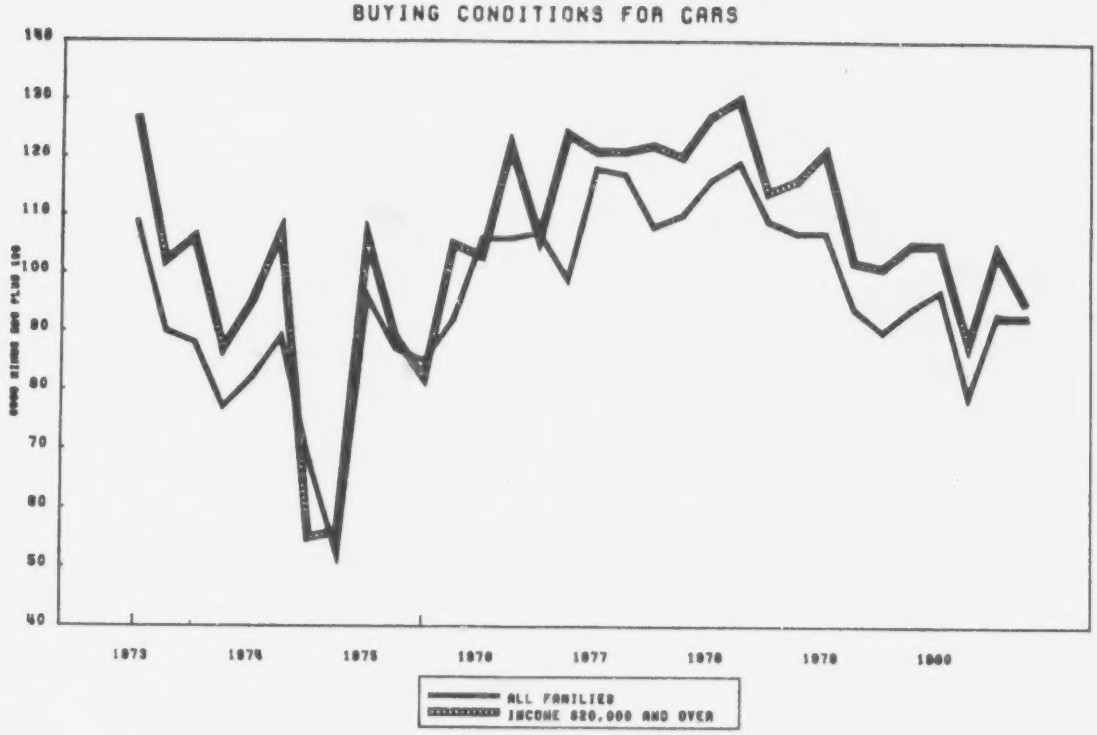

CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

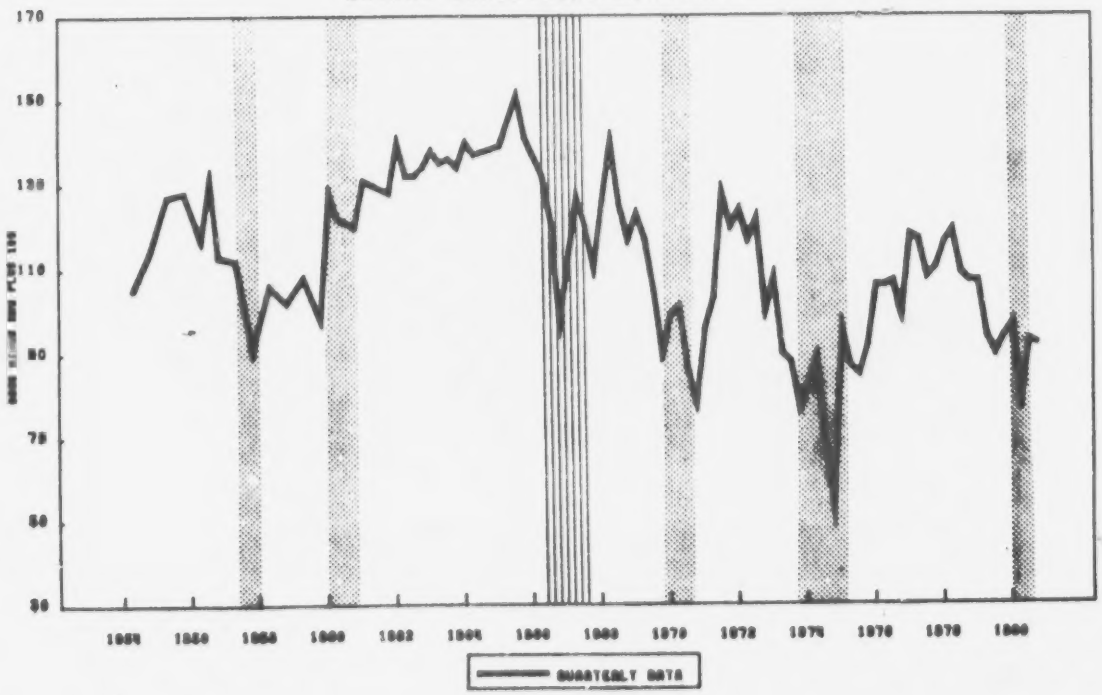

TABLE 30

BUYING CONDITIONS FOR CARS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIME TO BUY	46%	50%	52%	46%	44%	46%	41%	38%	42%	44%	34%	40%	40%
UNCERTAIN; DEPENDS	18	17	16	17	19	15	12	14	10	9	11	13	13
BAD TIME TO BUY	36	33	32	37	37	39	47	48	48	47	55	47	47
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	52%	56%	58%	50%	50%	55%	45%	44%	49%	48%	39%	45%	42%
UNCERTAIN; DEPENDS	16	15	14	14	17	11	12	14	7	9	10	13	11
BAD TIME TO BUY	32	29	28	36	33	34	43	42	44	43	51	42	47
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

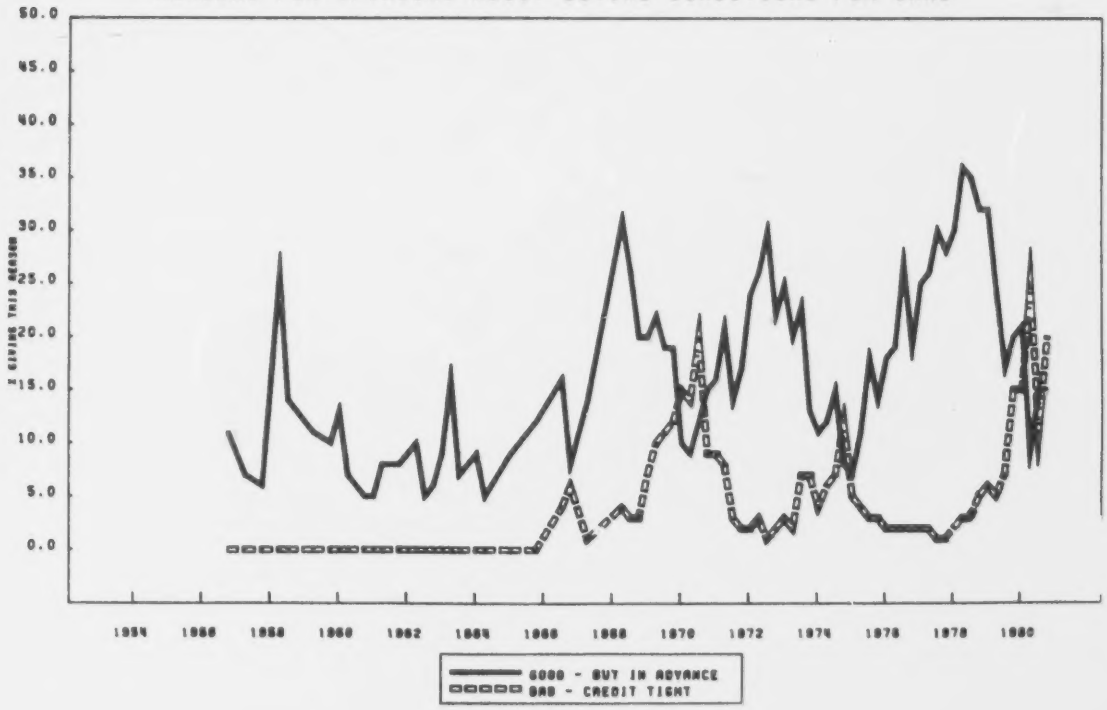

CHART 31B

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

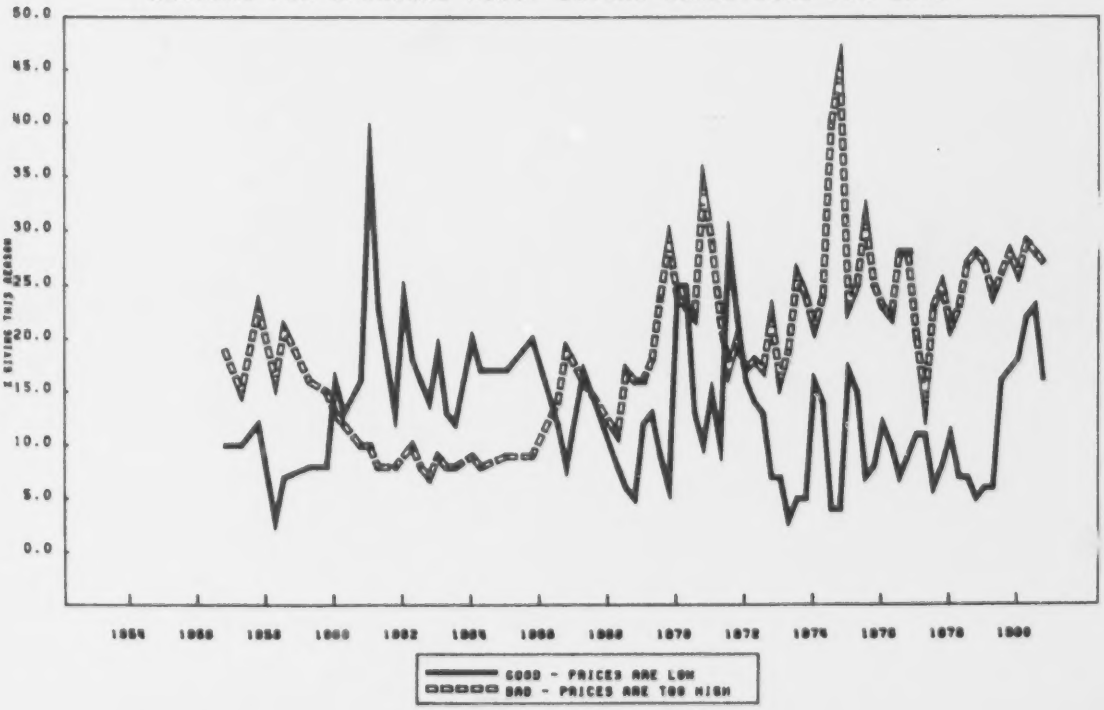

TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	8%	11%	7%	7%	5%	6%	6%	16%	17%	18%	22%	23%	16%
Prices won't come down; are going higher	28	30	36	35	32	32	24	17	20	21	9	15	15
Interest rates low; credit is easy	2	2	1	2	2	2	2	1	2	3	3	4	3
New fuel efficient models	7	3	3	2	2	4	13	10	9	12	8	6	8
BAD TIME TO BUY:													
Prices are high	25	21	23	27	28	27	24	26	28	26	29	28	27
Interest rates are high; credit is tight	1	2	3	3	5	6	5	7	15	15	25	11	20
Lack of purchasing power	2	4	3	3	3	3	5	6	6	6	6	8	8
Price of gas; shortages	2	2	1	1	2	7	22	19	12	16	13	5	4
Poor selection; quality	9	8	10	11	9	9	11	11	9	10	8	12	12
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	9%	15%	7%	7%	6%	6%	7%	21%	22%	24%	30%	28%	18%
Prices won't come down; are going higher	33	35	42	38	37	40	28	17	22	22	9	17	17
Interest rates low; credit is easy	4	2	1	2	2	3	2	1	3	3	2	6	4
New fuel efficient models	8	3	5	3	2	5	14	13	9	13	8	7	7
BAD TIME TO BUY:													
Prices are high	20	17	20	24	23	20	22	23	23	24	25	25	26
Interest rates are high; credit is tight	1	1	2	4	5	7	5	6	18	15	28	10	22
Lack of purchasing power	1	3	1	2	3	2	5	3	5	4	6	8	5
Price of gas; shortages	2	2	3	1	3	7	22	17	10	13	9	4	3
Poor selection; quality	13	8	10	12	9	10	13	11	10	12	10	15	17

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec.
A. ALL FAMILIES													
PROBABLY WILL BUY	17%	19%	20%	21%	21%	18%	17%	14%	16%	20%	14%	16%	15%
CHANCES ARE EVEN	7	8	7	6	6	9	6	7	6	8	7	6	6
PROBABLY WILL NOT BUY	63	59	61	63	65	61	66	69	68	62	68	66	67
DK,NA	13	14	12	10	8	12	11	10	10	10	11	12	12
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROBABLY WILL BUY	28%	31%	32%	33%	30%	30%	26%	21%	19%	30%	18%	22%	23%
CHANCES ARE EVEN	10	10	10	7	7	10	8	10	9	9	11	8	7
PROBABLY WILL NOT BUY	61	57	58	57	62	59	64	67	68	59	69	66	68
DK,NA	1	2	*	3	1	1	2	2	4	2	2	4	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

* : Less than half of one percent.

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	24%	27%	27%	27%	27%	27%	23%	21%	22%	28%	21%	22%	21%
PURCHASE TYPE:													
Buy new	12	15	13	11	14	11	12	11	9	14	9	9	10
Buy used	10	10	12	11	11	15	10	9	11	12	9	11	8
Lease	1	1	1	3	1	1	1	1	1	1	1	1	1
DK,NA	1	1	1	2	1	*	*	*	1	1	2	1	2
PURCHASE TIMING:													
Next 3 months	2	3	5	5	2	3	4	3	4	2	3	3	3
Next 4-6 months	4	6	6	6	4	7	7	4	4	7	6	5	3
Next 7-9 months	6	8	5	4	5	6	4	4	5	7	5	3	6
10 months or more	6	4	3	5	6	6	3	4	5	6	3	4	4
DK,NA	6	6	8	7	10	5	5	6	4	6	4	7	5
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	38%	41%	42%	40%	37%	40%	34%	31%	28%	39%	29%	30%	30%
PURCHASE TYPE:													
Buy new	20	27	27	21	23	22	21	18	15	23	16	16	16
Buy used	13	10	11	10	11	14	11	11	10	12	9	11	11
Lease	3	2	2	7	2	3	1	1	2	3	2	1	2
DK,NA	2	2	2	2	1	1	1	1	1	1	2	2	1
PURCHASE TIMING:													
Next 3 months	3	4	8	7	3	4	6	6	5	3	4	5	4
Next 4-6 months	6	9	12	10	7	10	11	7	5	12	7	7	6
Next 7-9 months	9	12	9	9	7	11	7	5	8	9	8	6	7
10 months or more	9	8	5	7	9	9	5	8	6	8	4	4	6
DK,NA	11	8	8	7	11	6	5	5	4	7	6	8	7

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Oct-Dec. 1977	Jan-Mar. 1978	Apr-June 1978	Jul-Sept 1978	Oct-Dec. 1978	Jan-Mar. 1979	Apr-June 1979	Jul-Sept 1979	Oct-Dec. 1979	Jan-Mar. 1980	Apr-June 1980	Jul-Sept 1980	Oct-Dec. 1980
A. ALL FAMILIES													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	63%	59%	61%	63%	65%	61%	66%	69%	68%	62%	68%	66%	67%
PURCHASE TYPE:													
Would buy new	38	32	32	37	36	34	38	39	41	36	39	38	40
Would buy used	23	23	26	23	25	24	26	28	25	24	26	26	24
DK,NA	2	4	3	3	4	3	2	2	2	2	3	2	3
PURCHASE TIMING:													
Less than 2 years	6	6	7	4	6	5	5	7	7	7	7	5	6
2 years	20	17	20	19	19	17	20	20	18	21	17	20	21
3 years	11	9	8	10	12	9	11	11	11	7	11	10	13
4 years or more	14	12	13	17	16	15	16	17	19	17	20	20	16
Indefinite	6	7	6	7	3	7	6	6	6	3	4	4	4
DK,NA	6	8	7	6	9	8	8	8	7	7	9	7	7
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	61%	57%	58%	57%	62%	59%	64%	67%	68%	59%	69%	66%	68%
PURCHASE TYPE:													
Would buy new	46	39	36	41	40	38	43	44	47	39	47	48	49
Would buy used	14	16	20	14	20	18	20	21	20	19	20	17	17
DK,NA	1	2	2	2	2	3	1	2	1	1	2	1	2
PURCHASE TIMING:													
Less than 2 years	7	9	8	7	8	9	7	8	10	8	8	6	7
2 years	25	25	23	25	24	24	26	25	25	24	23	24	26
3 years	13	8	12	10	12	12	12	11	11	6	12	13	13
4 years or more	13	11	10	13	11	10	13	17	17	15	20	18	16
Indefinite	1	2	1	2	1	2	2	1	2	1	2	2	2
DK,NA	2	2	4	*	6	2	4	5	3	5	4	3	4

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

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2/10/81

Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

Fourth Quarter Survey
October-December 1980

January 16, 1981

DIVERGENT TRENDS SLOW IMPROVEMENT IN CONSUMER SENTIMENT

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ATTACHMENTS:

October-December 1980 Tables and Charts

The fourth quarter 1980 surveys included 2,063 interviews, conducted between October 1 and December 30, 1980.

Monitoring Economic Change Program
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Highlights

** In the October-December 1980 surveys, the Index of Consumer Sentiment was 72.1, up 4.3 Index-points from the third quarter 1980 surveys, and 10 Index-points above the fourth quarter 1979 surveys.

** Among families with incomes of $20,000 and over, the Index figure was 75.3, up 3.1 Index-points from the third quarter 1980 surveys, and 8.6 points above the year-earlier reading.

** In the fourth quarter 1980 surveys, business conditions were expected to improve rather than to worsen in the year ahead by a two-to-one margin (34 versus 17 percent). This represents a complete reversal in opinion from a year ago when the economy was expected to worsen rather than to improve by a two-to-one margin (36 versus 15 percent). When asked to explain why they thought business conditions would change, one-in-four consumers mentioned the presidential election and expected changes in government economic policy by the incoming Reagan administration.

** Although bad times were expected in the economy as a whole during the next 12 months by over half of all respondents (52 percent), this represents a large improvement from the second quarter 1980 surveys when more than three-in-four expected bad times (78 percent).

** Interest rates were expected to increase by 51 percent of all families in the fourth quarter 1980 surveys, up from 38 percent in the third quarter. In the fourth quarter 1980 consumers expected price increases during the next year to average 9.3%, up from 8.5% in the third quarter, and below the 10.3% recorded a year earlier.

** Following rapid improvement at mid-year, favorable house buying attitudes among families with incomes of over $20,000 fell to 30 percent in the fourth quarter, down sharply from 48 percent in the third quarter 1980, and below the 35 percent recorded a year earlier. The major reason for this decline has been the resurgence of concern over high interest rates and tight credit conditions.

* * *

Although the fourth quarter 1980 surveys recorded an improvement in consumer sentiment, it was small and masked divergent trends in attitudes and expectations. The rapid improvement in expected business conditions was due to the hope of an improved economy under the Reagan administration, not on actual improvement, while evaluations of current market conditions have grown less favorable due to tight credit conditions. Given recent increases in interest rates, and the ephemeral nature of the presidential honeymoon, it is likely that consumer sentiment will follow a volatile path during the coming months. The data suggest that consumer sales will improve during the year ahead, but the expansion will be cautious and responsive to changes in credit conditions. At this time, it is not so much a matter of consumer willingness to purchase as consumer inability to purchase, especially in terms of credit conditions. The potential tax cut coupled with lowered interest rates in 1981 would greatly strengthen the path of recovery.

Personal Finances Strained

Consumer evaluations of their current financial situation grew less favorable at year end 1980, reversing nearly half of the improvement recorded since mid year. Among families with incomes of $20,000 or more, the proportion who reported that their financial situation had worsened increased to 42 percent in the fourth quarter, up from 32 percent in the third quarter, and just below the 44 percent recorded in the second quarter 1980 surveys. When asked to explain why their financial situation had worsened, inflation was more frequently mentioned as the prime cause -- by 43 percent of all high income families in the fourth quarter 1980 surveys, up from 33 percent in the third quarter. Fewer families mentioned that they had received income increases in the fourth quarter (37 percent) than in the third quarter of 1980 (43 percent).

Overall, consumer evaluations of their current financial situation have remained near record low levels, with the fourth quarter 1979 and fourth quarter 1980 surveys yielding nearly identical readings. In contrast, consumers more frequently expected their personal financial situation to improve in the next 12 months in the fourth quarter of 1980 than a year earlier, despite a small decline in favorable expectations at year end. Among all families, 28 percent expected to be better off financially in a year, down from 30 percent in the third quarter, but above the 23 percent recorded in the fourth quarter 1979 surveys. The cyclical low in personal financial expectations was reached more than a year ago, in the second quarter of 1979. At that time, and throughout the following year, proportionately more consumers expected to be worse off rather than better off financially during the year ahead. Personal financial expectations were favorable on balance in the second half of 1980, when consumers more frequently expected their financial situation to improve rather than worsen in both the third and fourth quarter surveys.

Increases expected in nominal family income during the next 12 months remained largely unchanged from comparable year earlier readings. Among families with incomes of $20,000 and over, 36 percent expected their family income to increase by 10% or more in both the fourth quarter 1979 and fourth quarter 1980 surveys. The maintenance of nominal income expectations at relatively high levels, coupled with a slight decline in price expectations, has resulted in more favorable real income expectations. Among families with incomes of $20,000 and over, the proportion who expected real income declines fell from 48 percent in the first quarter to 39 percent in the fourth quarter 1980 surveys.

Improvement Expected in Business Conditions

Consumer evaluations of current business conditions have improved significantly over the record second quarter 1980 lows, and now stand nearly identical to year earlier readings. Nonetheless, the majority of all respondents (67 percent) still believed that the economy had worsened during the past year in the fourth quarter 1980 surveys. Among families with incomes of $20,000 or more, the proportion who reported that current business conditions were worse than those of a year earlier fell to 70 percent in the fourth quarter of 1980, down from 80 percent in the third quarter, and 90 percent in the second quarter 1980 surveys. Despite this improvement, consumer evaluations of current business conditions remained near record low levels. By more than a two-to-one margin, respondents have continued to report hearing more news of unfavorable rather than favorable changes in business conditions. In comparison with the third quarter, fewer respondents mentioned news of spreading unemployment in the fourth quarter 1980 surveys, while high interest rates and tight credit conditions were mentioned more frequently.

Consumers more frequently expected improvement in business conditions during the year ahead in the fourth quarter 1980 surveys; this represents a significant improvement from the cyclical low recorded in the second quarter of 1979. Among families with incomes of $20,000 or more, 40 percent reported that they expected business conditions to improve during the year ahead, up from 34 percent in the third quarter of 1980, and 13 percent in the second quarter 1979 surveys. By year end 1980, business expectations were nearly the reverse of the cyclical low level: whereas in the second quarter of 1979, business conditions were expected to worsen rather than improve by a margin of 43 to 13 percent, by the fourth quarter of 1980 high income families more frequently expected business conditions to improve rather than worsen by the similar margin of 40 to 16 percent. When asked to explain why they expected business conditions to change, respondents much more frequently mentioned the presidential election and changes in government economic policy in the fourth quarter of 1980 (31 percent) than in the third quarter of 1980 (17 percent), or one year earlier (12 percent). In comparison with year earlier readings, fewer high income families mentioned that they expected business conditions to worsen because of expected inflation in the fourth quarter of 1980 (10 percent) than in the fourth quarter of 1979 (28 percent).

Although bad times were still expected in the economy as a whole during the next 12 months by half of all respondents in the fourth quarter 1980 surveys, this represents a large improvement from the second quarter 1980 surveys when more than three-in-four respondents expected bad times. Moreover, evaluations of the short-term business outlook were more favorable in the fourth quarter of 1980 than a year earlier. Among all families, 52 percent expected bad times financially in the economy as a whole during the next 12 months, down from the peak of 78 percent recorded in the second quarter 1980, and below the year earlier reading of 69 percent. The recent improvement in evaluations of the short-term business outlook can be partially traced to improvements in unemployment expectations. In the fourth quarter 1980 surveys, 31 percent of all families expected unemployment to increase during the next 12 months, down from 46 percent in the third quarter, and 66 percent in the second quarter 1980 surveys. Compared with a year earlier, when unemployment was expected to increase by 57 percent with just 7 percent who expected declines, the balance of opinion in the fourth quarter of 1980 still pointed toward increasing unemployment but by the smaller margin of 31 to 21 percent.

A significant improvement was also recorded in long-term business expectations in the fourth quarter 1980 surveys. Among all families, 46 percent expected bad times financially in the economy as a whole during the next five years, down from 59 percent in the third quarter, and 65 percent a year earlier. This represents the first quarter in more than two years in which less than the majority of the survey respondents reported unfavorable long-term business expectations.

Impact of Presidential Election

In the November and December post-election surveys, respondents were asked whether and for whom they had voted in the presidential election. As shown in Table 1, about two-thirds of all respondents reported that they had voted, and among those voting, the survey results were nearly identical to the national election results. Respondents who voted for Reagan were much more optimistic than Carter voters. Among Reagan voters, the Index of Consumer Sentiment was 83.6, 18.3 Index points above the 65.3 recorded among Carter voters (see Table 2, right side panel). Reagan voters were much more optimistic about expected changes in both personal finances and for the economy in general in both the near and longer terms. While only small differences in assessments of their current financial situation or in assessments of the current shape of the economy were reported. Reagan voters were much more likely to rate

TABLE 1

THE PRESIDENTIAL VOTE

Candidate Respondent Voted for:	November-December 1980 Surveys		National Election Results
	All Respondents	Voters	
Carter	26%	40%	41%
Reagan	33	51	51
Others	5	9	8
Didn't vote	27		
Not ascertained	9		
Total	100%	100%	100%
Cases	1377	881	

The questions were: "Now two questions about the election. We often find that a lot of people aren't able to vote because they aren't registered, or they don't have time. How about you--did you vote in the November election?" (IF YES) "Who did you vote for in the presidential election?"

TABLE 2

RELATIONSHIP BETWEEN PRESIDENTIAL VOTE AND CONSUMER SENTIMENT

	Candidate Respondent Voted for: 1976 Election			1980 Election		
	Carter	Ford	Difference	Reagan	Carter	Difference
Index of Consumer Sentiment	91.1	84.9	+6.2	83.6	65.3	+18.3
Personal Finances						
Compared with year earlier	96*	104	-8	87	80	+7
Expected during next year	120	109	+11	124	104	+20
Business Conditions						
Compared with year earlier	112	131	-19	51	48	+3
Expected during next year	151	111	+40	140	107	+33
Expected next five years	121	96	+25	116	63	+53
Confidence in Government's Current Economic Policy	74	109	-35	37	74	-37

*Table entries are the proportion giving favorable replies minus the proportion giving unfavorable replies, plus 100.